



# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 01.06.2018



## ‘Some firms fear consolidation. For us, it’s an opportunity’

- Scottish wholesalers drive sales south with ambitious plans for UK expansion
- JW Filshill aiming to double Keystore fascia in England
- United Wholesale Grocers targets growth to 350 stores in a year

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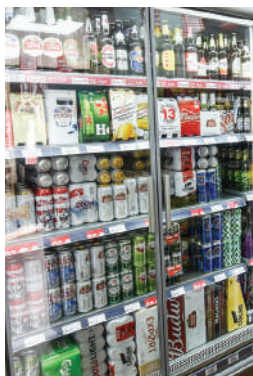


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## Shoppers trade up following MUP

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Shaping the future  
of independent retail  
since 1889



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in a great summer  
big night in range

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WELCOME

The best practice of  
the winning retailers is  
mirrored in the stories  
we feature about great  
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Editor

Chris Rolfe

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I got a slight sense of déjà vu reading Which?'s 2018 Shops Survey results this week. While the rankings of the UK's best and worst major high street names change each year, the best practice of the winning retailers is mirrored in the stories we feature about great independent stores in RN each week.

The equally-ranked top three firms – Lush, Savers and Smyths Toys – were praised respectively by shoppers for their in-store atmosphere, prices and friendly staff. Screwfix and Toolstation, ranked fourth and fifth, were in turn praised for their ranges, employees' product knowledge, competitive pricing and value for money.

These are qualities good independent stores display every week, coupled with the added advantages of their ability to react immediately to trends and build personal relationships with local customers and communities.

Interestingly, though, some of the more negative comments on the businesses at the bottom of the Which? tables relate to retail chains closer to home. In wellbeing and beauty, for example, Morrisons and Tesco ranked badly thanks to poor ratings for customer service.

Consolidation will create new opportunities for independent stores to develop the type of strengths mentioned above. Moreover, news that Scottish wholesalers JW Filshill and United Wholesale Grocers are looking to attract new stores south of the border via specialist categories and improved fascias demonstrates the eagerness of companies to support independents' growth and excellent retailing practices.

# BREAKING NEWS

## Shoppers hit 'peak Prosecco'

Sparkling wine has been a success story for retailers in recent years, but shoppers may have reached 'peak Prosecco', a new study has warned.

Accountant UHY Hacker Young said although sales of sparkling wine increased 5% in the past year, this is the smallest increase since 2011.

UHY Hacker Young partner James Simmonds said: "A 5% increase in sales is not at all bad, but that comes after several years of double-digit growth."

Prosecco has suffered from a weak sterling driving up the price of the imported product, he added.

Nick Chalkley, of Cost-cutter Codicote in Hertfordshire, told RN: "Sales of Prosecco are steady for us. It's still a popular choice, but we haven't had any spikes in sales for a while."

## WHSmith is worst retailer

WHSmith has been named 2018's worst high street retailer.

A report by Which? blasted the 226 year-old retailer for a lack of 'customer service and value', as well as for the standard of its stores.

Which? carries out the survey each year by polling 10,000 shoppers about their experiences at 100 retailers. WHSmith has sat in the bottom two for nine consecutive years.

Which? magazine editor Ben Clissitt said: "If retailers can strike the right balance between good value, quality products and first-class customer service, shoppers will keep coming back to their stores."

**Shift away from budget alcohol in Scotland** 'MUP has created a pricing parity with multiples'

## Shoppers trade up to mid-market after MUP

by Alex Yau

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Scottish wholesalers have reported shifts from budget alcohol to mid-market alternatives following the introduction of minimum unit pricing (MUP) in May.

JW Filshill retail sales director Craig Brown told RN sales of products such as 2l Strongbow and 660ml Peroni have risen because of the legislation. "Our analysis shows customers are shifting away from Frosty Jack's or White Lightning to Strongbow as the prices have become ex-

pensive. Wine is another category on the up.

"Also, bigger 660ml bottles of brands such as Peroni have seen a 30% year-on-year increase. Alcohol sales for our Key-store retailers have grown by up to 10% because MUP has created a pricing parity with major multiples."

Mr Brown added overall alcohol volume sales for Filshill had reached double-digit growth. "Customers don't really see sense in going to a big supermarket if a nearby convenience store is charging the same price for alcohol," he said.

Meanwhile, United Wholesale Grocers managing director Amaan Ramzan said he has seen similar trends.

"It's too early to provide specific figures, but we've seen a shift from white cider to general apple cider. Wine and spirit sales have also increased, due partly to MUP," he added.

The increases come as reports in The Sun claim health secretary Jeremy Hunt is considering plans to introduce legislation similar to MUP for England. Commenting on the reported plans,

Harj Gill, of Select & Save the Windmill, in Rubery, Birmingham, said: "We can be more competitive with the multiples if MUP is introduced in England, but my worry is an overall decline in alcohol sales."

"Customers are always after value for money and they may be discouraged from buying alcohol if they have to pay more."

MUP was introduced by the Scottish government to tackle binge drinking. Under the legislation, alcohol cannot be legally sold for less than 50p per unit.

## Bank holiday heat creates sales sizzle

Soaring temperatures over the bank holiday sparked an increase in sales of sharing foods, sandwiches and soft drinks, according to retailers.

Mehmet Guzel, who owns three Simply Fresh stores in London, said: "It was fortunate to have good weather. Groceries

and vegetables were our bestsellers, as people got together and they needed food for barbecues."

Craig Horner, from Wentworth Village Shop in Rotherham, reported increased footfall from passers by. "Friday, Saturday and Sunday were good days, but Monday was re-

ally quiet. People had gone away for the day and the local football team was in Wembley, so I think that made it quieter."

He added: "Sandwiches were good sellers. They usually sell for about £5.50 and sales were above average, as people were out with their families."

Eugene Diamond, from Diamond Newsagents in Ballymena, County Antrim, saw similar results: "It was a good bank holiday, as there are more people than normal out on the streets because of the weather. Soft drinks increase as much as 100% when it gets hot."

## South London c-stores honour William Morris with mural makeover

A London art collective has been raising awareness of local design heritage by superimposing prints by William Morris on convenience stores. A Simply Fresh store at South Wimbledon and Better Choice convenience store in nearby Merton have been included in the artworks, currently on display at the Simply Fresh store. Organiser Portia Bradley said the next step was to persuade local councillors to permanently paint the murals. She said: "We want to honour William Morris' belief in a 'glorious art, made by the people and for the people'."





**AF Blakemore Gateshead depot takeover** 'We're using this opportunity to recruit more retailers'

# Scotland's UWG plans to expand to rest of the UK

by Alex Yau

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United Wholesale Grocers (UWG) has begun a major expansion south of the Scottish border, following its takeover of AF Blakemore's cash and carry depot in Gateshead.

The takeover, which will be completed on 4 June, was announced at Landmark Wholesale's annual trade conference in Alicante on 23 May and marks the first time Glasgow-based UWG has entered England. UWG managing director Amaan Ramzan

told RN the move will help it expand the number of Lifestyle Express and Shop Local fascias it operates over the next year.

"We're absolutely using this opportunity to recruit more retailers and expand the Lifestyle Express and Shop Local fascias throughout the UK over the next 12 months.

"We have 270 stores altogether, 230 of which are Lifestyle Express. Since January, we have added 47 shops and I expect the total stores we work with to grow to more than 350 in the next 12 months. Our

aim isn't just expansion into England, but also Wales and Ireland, while extending to Dundee and Edinburgh in Scotland."

Mr Ramzan declined to reveal the trends UWG sees as opportunities, but confirmed the company wants to remain at a size where it can communicate personally with its retailers.

"Some businesses fear consolidation, but we see it as the right opportunity to expand," he said. "Some organisations are growing to a scale where they're losing their ability to interact

personally, but we want to keep that. Although pricing and availability are important, there's a lot more to convenience."

Mr Ramzan's comments come as Landmark Wholesale announced the sale of all 12 Blakemore cash and carry depots at the start of April. An employee at Blakemore's Killingworth site confirmed to RN the depot is shutting on 8 June and said customers are being redirected to Gateshead.

Blakemore was unable to provide comment as RN went to print.

## Merger remit revealed by CMA

The Competition and Markets Authority (CMA) has outlined the full remit of its investigation into the proposed merger of Sainsbury's and Asda.

Details were given in a letter from CMA chief executive Andrea Coscelli responding to concerns raised by MPs Rachel Reeves and Neil Parish.

He said: "Our investigation will cover a wide range of issues, including the impact the proposed merger will have on competition at both a national level and within individual local areas, as well as the potential implications for competition of the merged company increasing its 'buying power' in negotiation with suppliers".

## Dessert bar pays off for Family Shopper owner

Scottish retailer Mo Razzaq's new dessert bar venture is already paying off for the Blantyre-based retailer, after just one week of trading. Fresh waffles, crêpes and sundaes are on offer at the 4.5 metre-long bar within his Family Shopper store, which Mr Razzaq said was opened in time to catch customers on the hunt for summer ice creams and desserts. He told RN: "The margins are fantastic – we're selling waffles for £4 and the margin is around 70%."



## Reach Plc ups prices

Publisher Reach Plc, formerly Trinity Mirror, has increased the cover prices of the Sunday Mirror and Sunday People, but retailer margins have remained the same.

Starting on 3 June, the prices of both papers will increase by 10p to £1.60. Pence per copy will rise from 31.5p to 33.6p and margins will remain the same at 21%.

The increase comes weeks after a pledge from Reach to help reduce late deliveries by delivering more copies to wholesalers earlier.

NFRN national president Linda Sood said: "Through a hat trick of positive initiatives, Reach is demonstrating real support for news retailers and this is warmly welcomed by NFRN members."

## MPs slam RBS plan to close branches

MPs sitting on the Scottish Affairs Committee have called the Royal Bank of Scotland's planned closure of 62 of its branches across the country "a devastating blow to the affected communities, removing vital services relied upon by businesses".

In a report released last week, it urged the bank to "respond to overwhelming evidence, which shows that there continues to be a strong demand for in-branch services, and halt its closure programme."

Retailer Ferhan Ashiq, who runs two stores in

Prestonpans and Musselburgh, previously gave evidence to the Economy, Jobs and Fair Work Committee after his remaining bank branch closed.

He told RN: "The local bank closure already happened to me, and it was a very painful transition.

I need change every week, and there's no way around it. I now get all my change from the Post Office and I do most of my business online. I only go to the branch now to cash cheques."

RBS has denied the closures are part of a cost-cutting measure.

# STORE LOOKBOOK



## Taking their chance

Would you open a community store with the community yet to arrive? That was the risk Jeet and Pam Bansi took. They tell **Alex Yau** why it's already paying off

**H**usband-and-wife retailers Jeet and Pam Bansi took a huge gamble when they opened their Londis in a new housing development three years ago. Both Tesco and Co-op had also shown interest in the site, but the lack of an existing customer base had caused the two multiples, among others, to back out.

The 470-acre location Jeet's store is based in is a former Ministry of Defence site. Since 2010, the local district and county councils have worked in partnership to change the area into a modern housing development. When the 3,000sq ft shop first opened in September 2015, only 60 residents had moved into the development area.

"It was a big jump for us because we invested more than £270,000 in the shop's development prior to its opening," says Jeet. "I had run a shop for 10 years with my brother-in-law, Raj, but I felt I wanted to take charge of my own store and use my own ideas. It was a scary moment having to move out of my comfort zone, but I had the faith my decision would work."

The reluctance of Tesco and Co-op has definitely worked in Jeet's favour. Turnover has increased tenfold since opening and the increase in residents has helped contribute to this. There are now 350 houses in the area and this is expected to increase to more than 1,000 over the next few years following further investment from the

council. A leisure centre, pub and children's playground also sit nearby the store.

But Jeet hasn't sat back and relied on the growing number of tenants to contribute to his success. He has very much remained active in the community and used the opportunity to help new residents moving into the area as a way of raising awareness of the store and building relationships with the ever-increasing customer base.

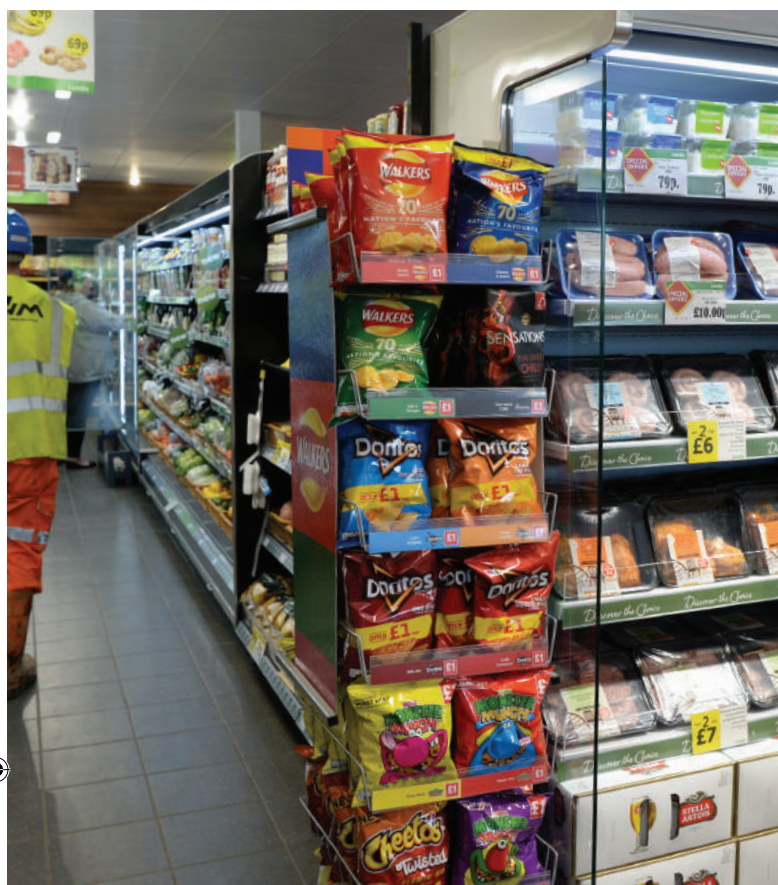
Jeet says: "I've always stressed the importance of delivering a personal service, because that's how you stand out in comparison to the supermarkets. I took this mindset with me into Meon Vale."

"I offered help to residents when they first moved in. They could ask me for spare cardboard boxes if they needed storage, for example. This allowed me to get to know them on a first-name basis and more personally. I also told them not to hesitate to come in if they needed anything such as basic toiletries, snacks or food. Creating this positive reputation means customers will also pass on knowledge of the store through word of mouth."

The only other competition Jeet faces is a Premier a five-minute walk away. So how has he managed to remain relevant to his customers and continue receiving their custom? A focus on locally-supplied chilled meat and produce has helped him achieve this and he has struck up relationships with



**I offered to help residents when they first moved in. They could ask me for spare cardboard boxes if they needed storage, for example** **JEET BANSI**



## STORE TOUR

- 1 Jeet and his staff attract new customers by helping residents as they move into the area
- 2 Builders have completed 350 houses, and new trade is expected as this total reaches 1,000
- 3 Great ranges that tap into trends are contributing to a tenfold increase in turnover over the past three years
- 4 A great selection of local ranges has kept Jeet's store a destination for residents

## INFORMATION

### Location

Londis Meon Vale,  
Wellington Avenue,  
Warwickshire

### Size

3,000sq ft

### Average basket

£8

### Number of staff

10





# STORE LOOKBOOK



nearby businesses to ensure his range is extensive and filled with quality products.

Barry the Butcher and Purity Ales are examples of this success, where Jeet sold £2,500 worth of products from the latter in the first month of stocking them. "Customers have only lived in the housing development for a few years, but they are still local to the area and have knowledge of nearby suppliers. We stick single bottles from Purity Ales in a chiller at the entrance because it grabs customers' attention immediately and increases the likelihood of impulse purchases.

"Working with Barry the Butcher offers us a good point of difference, too. They're closed on a Monday and Tuesday, but will often tell customers they can come to us for their products on those days."

The gamble has certainly paid off for Jeet, who is confident he can go even further.

"Based on my store's performance over the past three years, I'm confident I can increase my average basket spend from £8 to £10 over the next year. There's no secret. It's always been about offering that personal service and I'm confident this will help me become the preferred grocery destination for residents in the area." ●



Want to see more of Jeet's store?  
Go to [betterretailing.com/  
londis-meon-vale](http://betterretailing.com/londis-meon-vale)

## STORE TOUR

5 Jeet and his staff know many of their customers by offering a personal and welcoming service

6 Jeet sold £2,500 of Purity Ales stock in the first month of stocking them – he has built relationships with many local businesses

7 Eye-catching promotions and seasonal events keep Jeet's displays updated and regular customers interested





In depot  
4-23 June  
2018

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\*TRS will be participating in this promotion, but do not sell alcoholic products



# SYMBOL NEWS

## Best-one supports football

Best-one is encouraging retailers to maximise sales during the summer's FIFA World Cup by embracing a string of promotions and prizes.

The symbol group has partnered with official FIFA World Cup partners Budweiser and Coca-Cola to offer retailers and consumers the chance to win tickets and branded merchandise during the football tournament.

Retailers will also have access to shopper deals including 12-packs of Budweiser, Stella, Becks and Amstel for £9, Kopparberg 10-packs for £10, a buy-one-get-one-free offer on large Pringles tubs and Walkers six-packs for £1.

To capture customers searching for at-home entertaining and barbecue food, there will be offers on fresh meat, including burgers, chicken and pizzas.

## Updated Today's app revealed

Today's Group retailers have been urged to download the symbol group's new Plan for Profit app.

The current version of the app is used by 7,000 Today's retailers and will expire soon. The tool flags up wholesaler promotions, new planograms and shipment notifications. It also provides legislation guidance and marketing techniques.

The app has been rebooted to provide direct access to providers of support services and better access to core range products and planograms. Wholesaler and category preferences can also now be set and shopping lists created, Today's Group said.



Levi Roots was among the speakers at Landmark Wholesale's conference in Alicante

## Landmark goes to its Roots in Alicante

Current challenges facing the wholesale sector alongside emerging consumer trends were just some of the topics discussed at the annual Landmark Wholesale conference, held in Alicante. The business sessions were kicked off by Landmark's wholesale managing director, John Mills, with topics including the need to work collaboratively, embracing technology, using data and attracting the best people, plus updates from key Landmark personnel on trading, retail and foodservice. Guest speakers this year were Andrew Neil, chief executive of The Spectator, and Levi Roots, creator of Reggae Reggae Sauce.

**Scottish products key to expansion** 'Giving retailers this range can help them stand out'

## Filshill plans to double English Keystore fascias

by Alex Yau

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Scottish wholesaler JW Filshill is aiming to double the footprint of its Keystore fascia in England to more than 20 stores in the next 12 months.

Filshill retail sales director Craig Brown told RN the business's range of craft alcohol is one area it will use to try to attract new retailers. "One of our strengths has always been specialist alcohol, such as gin and ale.

"Categories such as craft alcohol are growing

in popularity. We have a range of Scottish products that are popular with customers across Scotland because of their locality. However, there's also growing demand for these products in England and giving retailers this range can help them stand out in a crowded market place."

He added specialist alcohol currently makes up 10% of average sales across some of the top-performing Keystore retailers, but expects this to increase with further investment. The company's 10 Keystore

shops south of the Scottish border are based as far away as Bradford and Harrogate in North Yorkshire and it is targeting expansion in these areas.

Mr Brown's comments come as Scottish-based wholesaler United Wholesale Grocers prepares to enter England after its takeover of AF Blakemore's Gateshead depot is completed on 4 June.

However, Mr Brown said Filshill would not be pursuing a similar strategy. "We're not

looking to do anything similar by opening any depots in England. At the moment, we just want to focus on improving the fascia through range and the support we offer to each of our retailers."

"We've grown due to frustrations with consolidation in the market. Retailers want more independence and the ability to contact their symbol group whenever they need to. Our scale allows us to do this and we can continue offering a personal service throughout the week."

## Display food-to-go branding or lose sales

Independent retailers should display visible branding on their food-to-go range to avoid losing sales, RN has been told.

Isla Owen, senior marketing manager at sandwich supplier Adelle Foods, said clear branding from either a supplier

or a symbol group is key to encouraging spend: "Customers might walk past a display where the products are perfectly fine and made with the highest quality ingredients, but they might ignore them if there's no visible indication of where they're from.

"It's the simple idea of building trust – customers are more likely to purchase a product from a retailer if there is branding to tell them where it is from."

Chris Herring, of London Shiphay Post Office in Torquay, said: "We do find

having brands such as Discover the Choice on sandwiches and snacks certainly helps. Not only does it help them stand out more on the shelf, but it creates the brand awareness that customers often associate with trust."



# NEWS & MAGS

**Smiths blamed for OK! Magazine shortfall** 'When a big event happens, we only get half'

## Roundsmen hit by Royal Wedding supply problem

by **Marcello Perricone**

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Roundsmen whose customers were left without OK! Magazine's Royal Wedding edition are urging wholesalers to consider the specific needs of HND alongside brick-and-mortar stores when splitting deliveries.

Publisher Northern & Shell Media Group put out a special souvenir edition, complete with a wedding album of photographs from the ceremony, and doubled the print order for

75% of physical retailers due to the expected increased demand.

However, to cope with the extra copies, distributor Smiths News split all orders, delivering half on Tuesday and half on Wednesday last week. This left roundsmen with their original quota cut in half and having to buy copies from nearby stores to appease angry customers.

Raj Wadher, from Upton News, Slough, said: "All the magazines were delivered over two days, so we

waited and delivered them all late the next day."

One roundsman, who didn't want to be named, said: "We get 10 copies of a publication throughout the year, but when a big event happens, we only get half. We don't own a store so we end up at Tesco buying copies off the shelf to satisfy customers."

In response to RN, Express Newspapers's head of circulation, marketing & production Paul Goddard said all shops offering HND should

have received their full delivery, because they do not require as many extra copies as store retailers.

"We doubled the print order, and supplied 50% of it on Monday and 50% on Wednesday. The error that Smiths made was supplying everyone with 50% of their double order and not supplying roundsmen with their full order, as theirs are not doubled," he said.

Smiths News was contacted by RN but had not responded by the time RN went to press.

## Time Inc UK to become TI Media

Magazine publisher Time Inc UK is rebranding as TI Media, following its acquisition from Meredith Corporation by private equity firm Epiris LLP in March.

The company is responsible for best-selling specialist titles such as Woman's Weekly, Cycling Weekly and What's on TV. The new name will take effect from 11 June.

Time Inc UK's chief executive officer Marcus Rich said the new name represented the "T of Time Inc and the I of IPC, while being adaptable to suit the ways we will evolve."

Executive chairman Sir Bernard Gray added: "TI Media is proud of its past and confident of the future. Our new name opens the next chapter of our story with familiarity and new energy."

## Grenfell special expected to boost London Review sales

The 31 May edition of the London Review of Books, with special coverage of the Grenfell Fire, is expected to sell around 500 to 600 extra copies through independents this month. The latest issue will include a controversial feature by respected author Andrew O'Hagan, among other reflections one year on from the fire. A spokesperson told RN: "We supply about 1,000 copies to independents (25% of the total supply) and they sell around 400 copies per issue – roughly 29% of the sale on an average issue."



## Charity chief to retire

NewstrAid chief executive officer Alex van Straubenzee unofficially announced his retirement during the annual Lingfield Park Race Day.

Members of the news-trade – including representatives of the NFRN, Seymour Publishing and News UK, among others – gathered at Lingfield Park Racecourse in Surrey to support the 179-year-old benevolent fund.

"It's been an immense honour working for NewstrAid," he said.

Mr Van Straubenzee will retire in October. A replacement chief executive officer has not yet been announced.

## Call NFRN about late paper deliveries

The NFRN is calling on retailers who have been affected by excessively late newspaper deliveries to supply evidence of this to assist it in tackling the increasing regularity of severe service issues.

The call comes as retailers told RN that excessively late deliveries of an hour or more are leading to angry customers, loss of reputa-

tion and reduced income.

Speaking to RN, Salim Patel from Knowl Newsagents, Mirfield, West Yorkshire, said he constantly receives late stock with complete orders fulfilled on a second delivery. "Last week, we only received 19 copies of the Daily Mail instead of 120. The first delivery came an hour late, at 6am, and the remaining

copies after midday, and I lost 55% of my business that day."

NFRN head of news Brian Murphy said: "The drivers don't scan the second delivery time, so we don't have records of excessively late deliveries. Without wholesaler records, the publishers can't audit it, so everybody thinks it's not a problem. We need retailers

to get in contact so we can go to publishers. We also need the wholesalers to have far more robust contingencies in place to activate and take corrective – rather than pot-luck – action should something go wrong."

Retailers with evidence of excessively late deliveries should contact NFRN Connect on 0800 121 6376.

# PRODUCT TRENDS

## Slower sales for trendy products

Retailers should keep a close eye on sales of trend-driven products such as avocado and quinoa, as new data has suggested growth is slowing.

Researcher Kantar estimates the UK spent £176.1m on avocados in the past year, up 7% on the year before. This is in contrast to 2016, where sales leaped by 35%.

Mehmet Guzel, of Simply Fresh, Bethnal Green, London, told RN: "Sales of avocados are still strong but the slowdown in growth is noticeable."

He warned sales of trend-driven products can be unpredictable. "Interest in coconut water has diminished, for example, and quinoa is not as strong as it was."

"New products are emerging instead – sales of kombucha, which is a fermented black or green tea, are increasing."

## Britvic fights off challenges

Britvic has reported an increase in earnings over the past six months, despite a string of supplier insolvencies and poor weather.

The soft drinks giant, which counts Robinsons and Pepsi in its stable of products, said its revenue increased 4.5% to £733.2m in the 28 weeks to 15 April. Pre-tax earnings jumped by 9.4%, to £80.5m.

Chief executive officer Simon Litherland said it is "too soon" to judge the impact of the sugar levy on sales, as the results include only one week of trading following the introduction of the tax.



## Gift chocolates growing at 10 times market rate

by Alex Yau

[alex.yau@newtrade.co.uk](mailto:alex.yau@newtrade.co.uk)

Mars Wrigley Confectionery (MWC) has identified a £20m opportunity with premium gifting chocolate, saying the format is growing at 10 times the rate of the rest of the confectionery market.

Speaking at the launch of two additions to the Maltesers range, MWC senior brand manager Laura Edwards said: "The trend has been driven by customers who don't want to

be viewed as cheapskates when giving chocolate to their friends and family.

"Customers across convenience want a product they feel is special enough to gift. We feel our new products can attract new customers."

The two additions are Truffles and Buttons, which will be available to independent retailers from July. Truffles is MWC's first premium chocolate product and the packaging has been designed to suit various special occasions,

such as Mother's Day and Christmas.

Meanwhile, Maltesers Buttons has been designed to appeal to 16 to 44-year-olds, which MWC claims will generate £34m in sales in its first year.

Both products are being backed by a combined £2.5m marketing spend for online and support for retailers comes in the form of PoS displays and floor stands. Pricing ranges from 66p for a 32g pack of Buttons to £4.99 for a 200g Truffles gift box.

MWC brand and trade manager Lauren George added: "Maltesers is set to fuel huge category growth. Retailers should be sure to stock up on these products to capitalise on the media spend and maximise sales."

Raj Aggarwal, of Spar Hackenthorpe in Sheffield, said: "Sales of premium chocolates have grown 10% annually. Customers are going to more social occasions and are willing to spend more on luxury chocolates."

## Vimto gets biggest ever ad campaign

Nichols has invested £3m in its biggest ever marketing campaign for Vimto, in a bid to increase the brand's popularity across the south of England.

The campaign, 'I See Vimto in You', will run from 4 June until the end of September across

social media and television, the intended target being 15 to 19-year-olds. Independent retailers will have merchandising support through posters, shelf-edge displays and floor stands.

Emma Hunt, Nichols head of marketing, told

RN the company expects the campaign to reach three million people in the target age group throughout its duration.

She said: "It's our biggest campaign for Vimto yet in terms of spend. Vimto has a strong presence in the north where

its roots are based, but we're aiming to spread further to the south.

"We'll be running marketing across social media, the internet and television because this is where the targeted demographic is the most engaged."





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**Dave Hiscutt**  
Londis Westham Road, Weymouth  
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confectionery



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# BRAND SNAPSHOT



## Scots sport sponsorship

Scottish water brand Strathmore has been named official sponsor for the Glasgow 2018 European Championships.



## Volvic revamps range

Volvic is relaunching its Touch of Fruit range this summer. The sugar content has been cut by 50% and a new packaging design will be introduced.



## From Mexico to Kernow

Country Choice has added a Chicken Fajita variant to its Real Cornish pasty line-up. The snack will feature chicken, peppers and a spicy fajita sauce.



## Sanpellegrino's teatime

Fizzy drink-maker Sanpellegrino is boosting its portfolio with Sanpellegrino+Tea, an organic, low-sugar, sparkling flavoured tea range.



## Lowering the Barr

AG Barr has reformulated 99% of its drinks range, which includes Irn-Bru, Rockstar and Rubicon, to be exempt from the sugar levy.



## Bistro Brioche

Warburtons has created pre-sliced Bistro Brioche Burger Buns to meet consumer demand for premium, at-home, burger options this summer.



## Quorn's convenience

Meat-free brand Quorn has developed a pricemarked c-store range for family meals - expect vegetarian nuggets, burgers and sausages.



## J20's East End Alpaca

J20 has hired a new brand ambassador: a cockney alpaca called Mojo. A supporting TV and social media campaign will run to the end of August.



## A WKD cocktail idea

WKD's canned, pre-mixed cocktails are designed for house parties and gatherings before going out. The 6% ABV drinks come in three flavours.



# BRAND IN FIVE



## Royal Dutch

With summer finally here, months of opportunities to grow cigar sales lies ahead. Tony Lyles, field development manager at Ritmeester Cigars, explains why its Royal Dutch brand should be at the heart of any store's strategy

**C**igar manufacturer Ritmeester has, in recent years, been placing extra focus on the UK market and particularly the independent retail sector. At the heart of this effort has been its Royal Dutch portfolio of products. Among the cigars available within the 140-year-old brand are Royal Dutch Cigarillos and Double Filter Cigarillos.

Store owners looking to focus on the cigar category know that cus-

tomers education is at the heart of any success in the sector. And with a summer of events around the corner, suppliers and retailers are united in believing that now is the perfect time for this extra effort.

Here, Ritmeester's field development manager, Tony Lyles, provides a five-part brand profile of Royal Dutch with facts to help retailers educate customers and improve their category management.

### 1 Brand positioning

According to our data, Royal Dutch is the only major cigar and cigarillo brand to show growth – of 7.5% – through 2017 and we are outperforming the category as a whole. Royal Dutch provides a wide range of both filtered and non-filtered cigars and cigarillos, with both traditional and aromatic blended natural tobaccos to fulfil every taste of discerning smokers.

### 2 Heritage

For more than 140 years, we have been growing tobaccos and crafting them into the finest cigars and cigarillos. We never rush any part of the process of making Royal Dutch cigars, allowing rich flavours and aromas to develop naturally. Only through such care, patience and innovation can we ensure that the quality of our cigars and cigarillos continues to meet our own high expectations and those of our loyal customers. The whole Royal Dutch brand is focused on excellence.

### 3 Ranging

Any product a retailer stocks needs to earn its place. At Ritmeester, we try to ensure that the whole Royal Dutch range provides a generous margin of at least 18% to 25%, with profits of up to £1 per pack. Cigarillos can be a very attractive option, especially due to their pack format – they are available in 10-packs – and the fact that they are made from pure tobacco. Ritmeester is continuously innovating its Royal Dutch portfolio and will soon migrate Mini Moods Double Filter 10-packs & Moods Filter 5-packs into the wider Royal Dutch Family and further empower its dynamic portfolio by introducing an aromatised filter cigarillo proposition into the cigarillo segment.

### 4 Merchandising

Smokers want to be able to easily navigate the gantry shelf when the doors are open – they also want to be able to locate your Royal Dutch range quickly. We would definitely recommend locating any Royal Dutch products at eye-level and placing cigarillos and cigars in order from left to right. Establishing a product hierarchy will help retailers reach more cigar customers and drive bigger sales and profitability.

### 5 Brand support

We continue to support the Royal Dutch brand portfolio across UK via our responsible territory managers and are continuously increasing the number of our businesses we work with. If your store is not yet visited by one of our team, contact us through our website. ●

# WHAT'S NEW



## Super Moons puffs

Super Moons' Lentil Puffs contain 83 calories per pack and are vegan and gluten-free. Its packs are portion-sized, making them ideal snacks for both kids and adults.

RRP 79p

Contact missioncontrol@supermoonsnacks.co.uk



## TranQuini juice

Designed to help consumers relax, TranQuini Mixed Berries Still Drink is a premium soft drink made with ingredients including green tea, camomile, lemon balm and lavender.

RRP £1.50

Contact info@tranquini.com



## Wat Kitchen pot

Inspired by Asian street food, Wat Kitchen pots can be cooked in two minutes. The boxes contain two pouches: a sauce with chicken breast pieces, and either rice or ramen noodles.

RRP £1.59

Contact marketing@crownsfoods.co.uk



## The Snaffling Pig Co. Habanero Pork Crackling

Hot To Trot Habanero Pork Crackling is a spicy, gourmet snack, designed to appeal to adults looking for something different to normal crisps.

RRP £1

Contact hungry@snafflingpig.co.uk



## Made for Drink snacks

Made for Drink snacks have been specifically designed to pair with alcoholic drinks, and come in three meat variants: Duck Fritons, Chorizo Thins and Mangalitz Salami Chips.

RRP £2.75

Contact dan@madefordrink.com



## Piccolo children's food

Piccolo's sweet potato and beef ragu is a nutritious hot meal for young children that contains carrots, onions, mushrooms, herbs and garlic.

RRP £1.79

Contact info@piccolofoods.co.uk



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 📞 020 7689 3355  
 📱 @priyanka\_RN



## Eat Real Veggie Straws

Eat Real Veggie & Kale Straws are an alternative to potato crisps that contain 30% less fat and are free from artificial colours, flavourings and preservatives.

**RRP** £1.79

**Contact** sales@cofresh.co.uk



## Stoats Porridge

Stoats' Raspberry & Honey Porridge Pot is for people looking for a hot, healthy breakfast on the go that incorporates fruit and honey. It is GM-free, vegetarian and contains protein.

**RRP** £1.19

**Contact** hello@eatstoats.co.uk

**Focus**

## Vodka

One of the first spirits to capitalise on the premiumisation trend, vodka is still a popular drink for all shoppers and can help drive incremental sales



### Mermaid Tears Vodka

Mermaid Tears Vodka by Firebox is a premium French grain vodka suited for gifting. It can be cross-merchandised with premium mixers.

**RRP** £39.99

**Contact** trade@firebox.com



### Chase Orange Marmalade Vodka

Chase Orange Marmalade Vodka offers shoppers a flavoured vodka for the summertime. It appeals to shoppers looking to try new premium brands.

**RRP** £43.49

**Contact** sales@chasedistillery.co.uk



### JJ Whitley Potato Vodka

JJ Whitley Potato Vodka has a crisp, slightly sweet taste, with hints of black pepper. It can be drunk alone or used in traditional cocktails.

**RRP** £19.49 (70cl)

**Contact** info@drinksupermarket.com

### Kay Patel

Global Food & Wine, London

Vodka was the first spirit to premiumise itself, and it's still very popular, especially brands such as Cîroc and Belvedere.

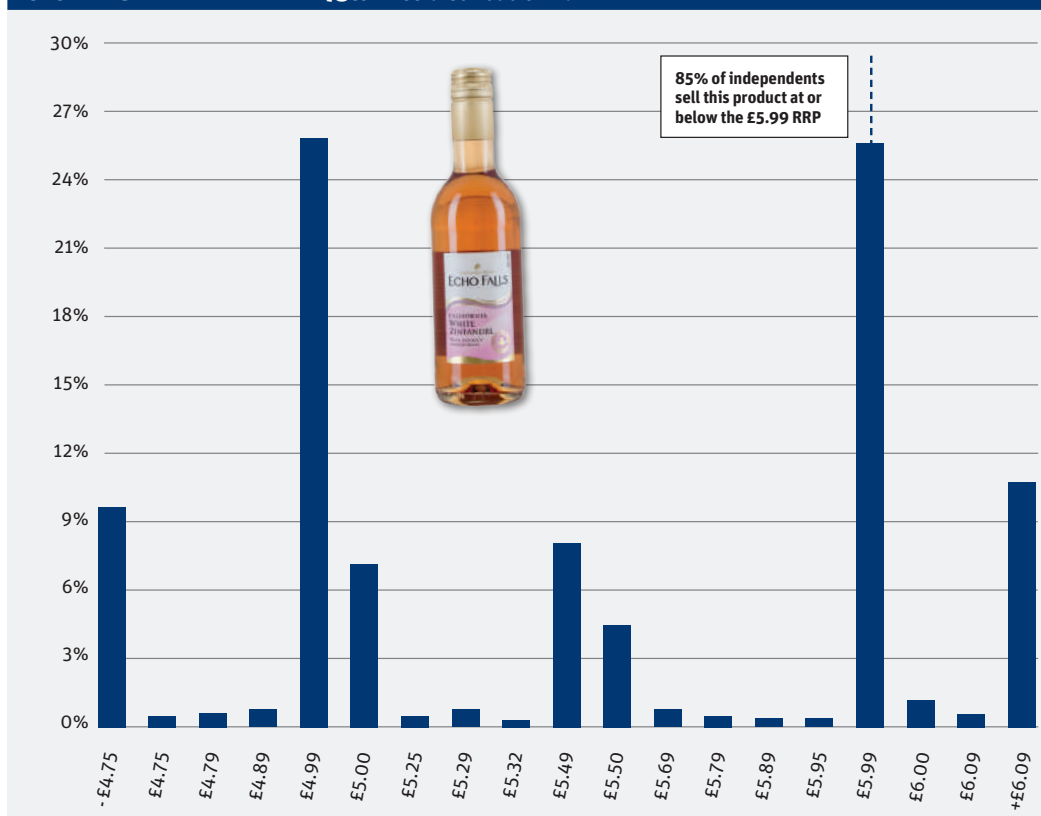
We have a decent range of premium vodkas in-store.



# PRICEWATCH

## Profit checker White wine

**ECHO FALLS WHITE ZINFANDEL 75cl** Price distribution %



## Analysis

The summer weather often helps boosts white wine sales, as demand for chilled alcohol grows among customers who are spending more time outdoors. The biggest trend for pricing on a 75cl bottle of Echo Falls

White Zinfandel, according to this week's Profit Checker graph, was the £5.99 Booker RRP or less, as demonstrated by 85% of retailers, with more than 25% of retailers sticking with the RRP. This trend was reflected

across the wider market, as 11 white wines on our Price Checker table were priced on average at RRP or under. The majority of retailers interviewed this week also said price was the main driver of their white wine sales.

## Price checker

### PRODUCT

**Hardys Bin 161 Chardonnay**  
75cl

**Secretary Bird Sauvignon Blanc**  
75cl

**Echo Falls California White**  
75cl

**Blossom Hill White**  
75cl

**Hardys Bin 161 Sauvignon Blanc**  
75cl

**Hardys VR Chardonnay**  
75cl

**Echo Falls White Zinfandel**  
75cl

**Distant Vines Pinot Grigio**  
75cl

**Casillero Del Diablo Sauvignon Blanc**  
75cl

**Hardys VR Pinot Grigio**  
75cl

**Blossom Hill White Zinfandel**  
75cl

**I Heart Pinot Grigio**  
75cl

## How we drive our profit

### Roli Ranger

**STORE** Londis Sunninghill  
**LOCATION** Ascot  
**SIZE** 1,600sq ft  
**TYPE** village

**TOP TIP**  
Know your area's demographics and the budgets customers are walking in with, and stock accordingly



**Our customers are** driven by price when it comes to white wine, not grape or brand. Our current bestseller is a South African sauvignon blanc called Secretary Bird – and it's popular because it's on offer. We do most of the wine offers our symbol group Londis provides. We sell wines that aren't on offer at the recommended retail price. You have to achieve a balance between margin and rate of sale. We want a strong rate of sale, but you have to protect your margin, so we price carefully to maintain both.

### Sam Coldbeck

**STORE** Wharfedale Convenience Store  
**LOCATION** Hull  
**SIZE** 1,600sq ft  
**TYPE** main road

**TOP TIP**  
Use your store's Facebook page and posters to highlight your chilled wine offering to customers



**Our bestseller is** the Hardy's Bin 161 Chardonnay, which is priced at £5.50. A £4 Distant Vine pinot grigio also sells well. Our customers are totally driven by price – we're not in a wealthy area. We always do whatever promotion Premier is offering, but otherwise stick to the RRP for wines including Echo Falls. Customers want cold, ready-to-drink white wine, which is an advantage we can have over supermarkets without a large chilled range. We train staff to know which wines are sweet, medium or dry, as customers often go by that rather than by grape or region.



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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 C-STORE AND OFF LICENCE IN MANCHESTER SUBURB	RETAILER 2 LOCAL NEWSAGENT AND SHOP IN COUNTY DURHAM TOWN	RETAILER 3 C-STORE IN RESIDENTIAL SUBURB OF WEST SUSSEX TOWN	RETAILER 4 HIGH STREET OFF-LICENCE AND STORE IN RURAL WALES VILLAGE	RETAILER 5 OFF-LICENCE AND C-STORE IN SUBURB OF LARGE WEST MIDLANDS TOWN	RETAILER 6 SMALL HIGH STREET OFF-LICENCE IN CENTRAL SCOTLAND TOWN
£5.50	£5.50	£5.50	–	£5.50	£5.50	£5.50	£5.50
£5.50	£5.50	£5.50	£5.50	£5.50	£5.50	£5.50	£5.50
£5.20	£5.99	£4.99	£4.99	£5.99	–	–	£4.50
£5.75	£7.49	£5.99	£4.99	£5.99	£4.99	–	–
£5.50	£5.50	£5.50	–	£5.50	–	£5.50	£5.50
£6.05	£6.79	£5.49	£5.99	£6.99	£5.99	£6.00	£5.99
£6.30	£6.69	£5.69	£5.99	£6.99	£5.00	£6.00	£6.49
£4.05	£4.00	£4.00	£4.00	–	£3.99	£4.00	£4.00
£7.50	£7.99	£6.50	£6.99	–	£5.99	£7.99	–
£6.13	£6.79	£6.99	£5.99	£6.00	£5.99	–	–
£6.54	£7.49	£6.99	£6.99	–	£5.99	£7.49	£7.49
£6.04	£6.49	–	£5.99	£6.49	–	–	£6.49

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Anita Nye

Premier Eldred Drive Stores, Orpington, Kent



Gems Pet Foods (99p for a bag of bird feed)



#### Where did you discover it?

Raju, who owns the shop, met the supplier through his brother, who also runs a convenience store and stocks their products. We've known Gems for 15 years now and they're based 10 miles away from the shop. As a result, we know their products quite well and the customers have become quite familiar with them over the past decade and a half.

#### Who buys it?

The store is based in an area where there are a lot of families and schoolchildren nearby. Many of them are animal lovers, which provides us with a good market. There are also elderly residents who might have budgies or rabbits as companions. There is a pet shop on the high street nearby, but many people come to us because we're closer. We also offer quite a personal service.

#### Why is it so successful?

As well as the local market, there's such a wide range of products, with everything from bird seed to rabbit food. We make a margin of 20% on each product and pet food makes up 10% of our sales overall.

## Peter Lamb

**STORE** Lambs Larder  
**LOCATION** Tunbridge Wells  
**SIZE** 850sq ft  
**TYPE** commuter town

#### TOP TIP

Don't be afraid to premium price white wine as customers are willing to spend more



**I normally add** about £2 to the RRP because I never go for margins under 30%. There are no wines in my store priced below £7.50. The store is based in quite an affluent area anyway, which means customers won't mind spending extra on white wine. I'm planning to introduce a gourmet wine range into the shop, where the prices will be between £10 and £15. We get all types of wine customers throughout the week – there are the usual weekend drinkers, but there are those weekday customers who just want a bottle of wine to chill out with after work.

## Sunita Kanji

**STORE** Family Shopper Little Hulton  
**LOCATION** Manchester  
**SIZE** 2,000sq ft  
**TYPE** council estate

#### TOP TIP

Make your prices visible as customers can sometimes be put off if they are unaware of the cost



**The prices I** set on white wines are at RRP, which gives me margins of between 18% and 20%. I have enough demand for white wine, which is a category suited to volume sales. One strategy I've found useful is sorting wines by price. For example, I'll have £5, £6 and £7 sections. This helps encourage sales because customers won't be intimidated by a huge wine aisle and they can easily pick up a bottle that suits their budget. It also encourages impulse purchases because they can select a wine without having to spend ages thinking about price.

# YOUR NEWS

## Opening event sees 79% uptick

The official opening of Sid and Sukhi Sidhu's revamped Budgens store in Warwickshire was a "great community event", say the retailers.

Speaking to RN, Sid Sidhu said: "It was an opportunity to showcase the store. We had muffins, cereals and milkshakes, and a free barbecue that went into the night. There were queues all day and the chilled meat section saw a 79% uptick."

The opening was supported by the local radio station and the council, leading to increased involvement from the community, said Mr Sidhu.

"One loyal customer is worth £1,500 to £1,800 a year, so you have to think about the value. We wanted to make sure we made the right changes, so we talked to customers and looked at trends to prepare for the next two or three years."

## Bottle scheme a success

The developer behind the installation of the first bottle deposit machine in the UK has reported more than 3,000 items have been recycled since its launch one month ago.

The Canary Wharf Group installed the automated machine in the heart of London's docklands, Canada Place, so the public could recycle single-use plastic bottles and cans.

The group also reported while the machine is being used regularly throughout the day, its peak usage period has been at lunchtime.

The machine could provide the blueprint for both upcoming Scottish legislation around the introduction of DRS with England following suit.



## More than £6,000 generated on official store opening day

A Premier retailer in Bedford generated more than £6,000 in sales on the official opening day of his store. The grand opening of Premier Gostwick Road took place on 26 May, with Labour MP Mohammed Yasin leading the proceedings. Activities on the day included a bouncy castle, face painting and a raffle to win a £1,000 television. Store owner Seelan Thambirajah told RN: "It gave us a fantastic opportunity to interact with the local community."

**Ezeecopy says agreements endorsed by FCA** Contracts 'leave many in dire financial situation'

# Photocopy firm under fire for regulator claims

by Helena Drakakis

helena.drakakis@newtrade.co.uk

A group set up to support retailers in dispute with photocopy hire firm Ezeecopy has accused it of misleading members over its claim its contracts have been endorsed by the UK's financial regulator.

The firm, which states its hire agreements have been authorised by the Financial Conduct Authority (FCA), is currently in a dispute with several retailers in a 50-strong support group over alleged mis-selling of photocopy services after claims emerged that it had charged retailers more than they had expected and above the demand for a photocopier service in their stores.

In many cases, retailers

are now being billed more than £60 per month to house what they claim is an unprofitable service and must meet daily sales targets they say were not made clear when contracts were signed. Several are now liable for costs averaging £5,000 if they attempt to exit the contract.

However, as RN previously reported, Ezeecopy stated in at least one investigation by the Financial Ombudsman Service that the retailer in question had been talked through the relevant terms and conditions.

Speaking on behalf of the Ezeecopy Support Group, Mark Bennett said: "Ezeecopy has stated that agreements with retailers have been drawn up by a consumer credit expert and accepted and agreed

by the FCA, but this latter point is not true."

In a letter, seen by RN, the company states: "We confirm that we are authorised and regulated by the Financial Conduct Authority and have been since 17 November 2014. As part of the process of application we had to submit amongst many other documents a copy of the Hire Agreement."

Similarly, Ezeecopy told RN's sister title Retail Express on 10 January 2018 with specific reference to a court case against retailer Pawan Kumar: "We have used fundamentally the same Agreement during this period updating it as required to comply with any legislative or regulatory changes. The Agreement over this period has been accepted and agreed by the Office

of Fair Trading and currently the FCA."

"These agreements are leaving many small businesses in a dire financial situation and are threatening to force some out of business. Only last week, I had to deal with one victim who was suicidal," Mr Bennett added.

The FCA confirmed it does not endorse services or agreements offered by the firms it authorises and regulates.

A spokesperson for the FCA said: "Generally, business-to-business agreements are not considered as regulated consumer agreements and, as such, would fall outside of the FCA's remit."

Ezeecopy strenuously denies the allegations made against it, however declined to provide further comment on this story.



# CATEGORY ADVICE

In association with  
**Lucozade**  
ENERGY



## Go big on soft drinks

**DID YOU KNOW?**  
94% of adults will see the Lucozade Energy campaign 45 times



**FOCUS ON**  
**BARRY SEYMOUR**  
Littleton Londis  
Liversedge,  
West Yorkshire

"My soft drink sales are strong, but I struggle with making a good margin, so was a little sceptical about introducing pricemarked packs initially. I want to offer value to customers, so I'm trialling them. I'm very happy with the changes and I hope that adding zero-calorie choices will help with the Soft Drinks Industry Levy. I'm confident my sales will increase significantly."



**EXPERT ADVICE**  
**CLAIRE KEAVENY**  
Senior brand manager,  
Lucozade Energy



### EXPERT SAYS

"Barry's large, well-stocked chiller has great potential. By introducing vertical blocks of pricemarked packs, different flavours and Lucozade Zero, alongside his bestseller Lucozade Energy Orange at eye-level, we've added excellent value choices at higher margins. We also included some eye-catching PoS in line with the current Lucozade Energy £10m consumer campaign to aid brand recognition and value perception."



## CHALLENGES AND CHANGES

- **Pricemarking:** Barry was missing out on faster sales by not stocking pricemarked packs – which are known to build trust with shoppers – so we added several new pricemarked lines.
- **Branded PoS:** Key lines weren't standing out as there was no PoS to support the current consumer campaign. To boost shopper engagement, shelf strips, wobblers and bins were added.
- **Brand blocking:** Brands weren't faced in line with Barry's best-selling products. Blocking and double-facing top sellers and low and zero-calorie options helps shoppers to decide to trade up.

## KEY LESSONS

- 1 Use pricemarked packs to encourage faster sales and give shoppers the best-value perception.
- 2 Engage with active consumer brand campaigns through matching PoS to attract high-margin sales.
- 3 Highlight bestsellers by blocking them vertically to help shoppers trade up.

## What happens next?

In the next feature, Claire visits Bradford retailer Pradhyot Gandhi to see a shop with a completely different chiller.



Keep a look out for RN on  
**15 JUNE**



## GROW SOFT DRINK SALES IN YOUR STORE

To see more of Barry's shop, and for additional advice and tips, go to [betterRetailing.com/grow-soft-drinks-2](http://betterRetailing.com/grow-soft-drinks-2)

# YOUR VIEWS

## YOUR LETTERS

### ■ Check your rates bill as they might be over-charging you

Business rates are a major expense for retailers. When this year's rates came through, I decided to find out how the valuations office had reached my figure of £13,000.

I asked for a breakdown and it turned out there were errors. They hadn't included things that would have reduced my payment, such as pillars in the store and a restricted frontage. These two things alone added up to a £950 deduction.

I flagged this up to the valuations office. They put their hands up and admitted they'd made a mistake. I ended up getting a huge refund.

I could have paid out a significant amount of money in error that I wouldn't have got back if I hadn't asked for a breakdown of my business rates calculation.

All retailers should get in touch with their valuations offices and ask for a breakdown of their rates calculations. Times are tough – we shouldn't be paying out hundreds of pounds in inaccurate taxes.

**Sunder Sandher**

S&S One Stop, Leamington Spa



**They admitted they'd made a mistake – and I ended up getting a huge refund**  
**Sunder Sandher**



### ■ We welcome Scotland's plan to stop shop violence

The ACS has welcomed widespread support for a bill in Scotland creating a new offence designed to protect shopworkers from violence.

Over the past year, there has been an estimated 13,437 incidents of violence in the convenience sector across the UK, 39% of which result in the injury of a retailer or a staff member. Specifically, in Scotland, 57% of independent retailers say that they have experienced verbal or physical abuse in the past year.

In its submission to the consultation on the bill, ACS outlined its

support for the proposed bill and the creation of a new statutory offence for attacks on shopworkers who are enforcing age restrictions.

We fully support the creation of a new offence to deter people from committing violence or abuse against shopworkers who are upholding the law by refusing to sell age-restricted products. Abuse against retailers and their staff in any context is unacceptable, but we need clarity in legislation to ensure that those who attack, threaten or harass people working in stores are dealt with seriously and consistently.

**James Lowman**

Chief executive

Association of Convenience Stores

## YOUR SAY Will Track & Trace help stem illicit tobacco trading?



### Dave Hiscutt

Londis Weymouth, Dorset

Anything that helps clean up illicit trade is a good thing. But this Track & Trace idea creates work for honest retailers and does nothing to stem the flow of illegal tobacco trading. This takes place on social media, which is where I see the bulk of illegal products sold. On Facebook alone, cheap rolling tobacco is for sale everywhere.

### Kay Patel

Best-one Global Food & Wine, Stratford, London

I don't understand what the point of Track & Trace is and how exactly it will stop illicit tobacco from entering the marketplace. Illicit tobacco is normally sold under the counter or in the pubs. I doubt anyone is

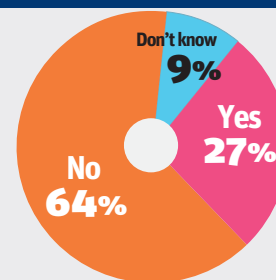
going to scan these products in someone's pub or a duffel bag. The government should focus its effort and investment on having more stringent border checks to stop illicit tobacco when it is being imported into the UK.

### Ray Monelle

Everyday (Orchard News), Weston-super-Mare, Somerset

I don't think it will make much difference. They may possibly trace some, which would help, but it won't have a major effect on most illicit tobacco. Track & Trace only helps them track the products that come from the proper factories, but it won't have any effect at all on all the stuff made in counterfeit factories – they can't stop illegal production this way.

## RN READER POLL



**Would a reduction in plastic packaging on food to go items increase customer loyalty in your store?**

### NEXT WEEK'S QUESTION

Will the expansion of Scottish fascias and wholesalers in the UK create healthy competition in your area?



**Vote now at  
betterretailing.com**



## COME TO THE NFRN TRADE SHOW



**I'm in the midst of co-organising the NFRN London District Trade Show, which takes place on 26 June. We have 25 partners on board already, ranging from cash and carries to United Biscuits, Pladis and Imperial Tobacco.**

There's a chance to pick up some tips and insights from industry experts – tobacco company PMI will be giving

a seminar and talking to retailers about its IQOS heated tobacco products.

The NFRN will also be there to talk with retailers about the best ways to boost their news and magazine sales, and how to make the most out of the NFRN helpline. It promises to be a great opportunity to meet with your

fellow retailers and stay on top of what's happening in our industry – we hope to see you there.

**Nilesh Patel**  
Nils Convenience Store  
Ilford, Essex

# 100 YEARS AGO

**1 June 1918**

Future NFRN co-founder Alexander MacLaren from Glasgow was sent home after suffering injuries in the Battle of the Lys. He thanked newsagents in the active service for keeping the troops updated on happenings.

## VIEW FROM THE COUNTER with Mike Brown



The weather was glorious for the Tour de Yorkshire this year and although Stokesley was a bit off the beaten track, in Harry Tanfield we had the first UK and Yorkshire rider to win a stage – he's from Great Ayton, a village about three miles from me.

I inadvertently became a spectator on the second stage between Barnsley and Ilkley on a Friday evening, as I travelled to Leeds to watch Leeds Rhinos play Warrington Wolves.

The following day, I was out delivering at the Rusty Bike Shop in Swainby, about six miles from the shop, and the owner John Nelson was fixing up two Dutch journalists with bikes to cover the third stage from Richmond to Scarborough. All-in-all, a brilliant bank holiday weekend.

The churn in news deliverers now happens twice a year – once after Christmas when they have got their

tips and later in the summer when they leave for university. This year marks the end of the Blair regime. William is the last of three children who have covered the same round for nine years, starting with his brother Stuart and then his sister Olivia. They have been brilliant kids and I will be sorry to see the last one go.

There could be a shortage of vanilla ice cream this summer, so it might be an idea to stock up now. A tropical storm in Madagascar, the world's main supplier, has destroyed the crop and pushed prices up. At £450 per kilo, some manufacturers might find it uneconomical to make.

My wife and I fly out to Lithuania on Thursday to watch my daughter play in the semi-final of the European football championship. Fingers crossed, next stop Uruguay, for the World Cup in November.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Walk into the corner shop to get a pint of milk. Find @Mr\_Dave\_Haslam doing a DJ set in there. Standard. #Ancoats

**Laura Bryant**  
@laurajehane



Oh, how I wish these were around when I was a kid! #GotGotNeed @OfficialPanini

**Michael Carpenter**  
@firemike84

Old age is setting in. A lady came in and asked for what I thought was El Pais, the Spanish newspaper. So I got her a copy, feeling rather pleased we had one in stock, and she said, "No, not El Pais, L-plates." Fortunately, we had those in stock as well...

**Chard Newsagent**  
@Chard\_News



We are now stocking @FowlersCheese, which is England's oldest family cheese-making business. Great to work with local suppliers who are passionate about their craft.

**One Stop Mount Nod**  
@OneStopMountNod

# NFRN CONFERENCE

This month, the NFRN will gather for its annual conference in Torquay. With key trade topics such as retail crime, news supply issues and business development the focal points of the event, outgoing national president Linda Sood told **Chris Rolfe** about improvements made in these areas during her presidential year

## A year of progress

### Smiths News protest

"In October, I led a protest outside Smiths News' headquarters in Swindon. At that time, retailers in Hemel Hempstead had been receiving their papers as late as 11am, but these problems are UK-wide and are worsening. You have to take a stand somewhere, which is why we organised the protest – it was time to tell the wholesalers enough is enough.

"Shortly after this, Roy Greenslade's article in The

Guardian did an excellent job of showing the public how newsagents are suffering at the hands of wholesalers and why many are giving up selling or delivering papers.

"Ultimately, news sellers need to get the supplies they need on time and to earn sustainable margins. News supply remains a serious problem and we have to address this. We won't stop – if the bad service doesn't improve, we'll protest again."



NFRN members protested about poor service outside Smith News' headquarters



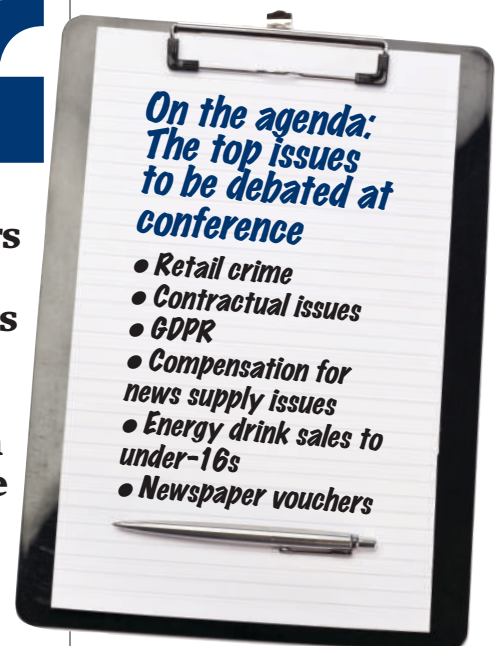
### CMA submission

"The fact Theresa May has called for an investigation into the newstrade shows how serious the industry's decline has become, and one of the most rewarding moments of my presidency was our submission of a 32-page report to the CMA.

"In it, we called for an investigation into the news supply chain to secure an improved trading environment for members. The whole supply chain is broken and we need answers. A retailer I spoke to recently said that after carriage charges he is making just 3% on news. My question is, how long can retailers go on like this? Every time there is an increase in price our margins go down. Unless something is done, I think there will be very few people handling news. I hope the CMA will investigate this thoroughly and come up with a strategy that offers an effective solution."



Ultimately, news sellers need to get the supplies they need on time and to earn sustainable margins



#### On the agenda: The top issues to be debated at conference

- Retail crime
- Contractual issues
- GDPR
- Compensation for news supply issues
- Energy drink sales to under-16s
- Newspaper vouchers



# NFRN 2018 CONFERENCE SPECIAL



Last month, the NFRN helped launch an APPG on retail crime

## Retail crime

"Business crime remains a huge issue for members and working at parliamentary level to address this has been a key focus. Last month, we helped launch a new all-party parliamentary group on crime, and we have met with police commissioners and home office officials to provide better statistics, because retailers are affected by crime daily.

"The lack of police response is a real problem – recently a

member told me some men had entered his shop and demanded he hand over cigarettes. He had customers in the store who managed to get them out and lock the door, but to date the police still haven't come to the store. Retail crime will remain a big issue, and I'm confident new national president Mike Mitchelson will take our fight on this forward during his time in office."



Muntazir specialises in magazines, newspapers and stationery

**Muntazir Dipoti**, owner of Todmorden News, is standing for election as the NFRN's next deputy vice president. Here, he explains why he is the man for the job

### Why are you a great DVP candidate?

I run several successful shops meeting a wide variety of customer needs, so I'm aware of the challenges members face. I have been on the national executive committee for the past year and have brought fresh ideas from my experience. The NFRN needs to attract new members and combine the strengths of long-standing members with modernisation. There are so many good retailers and we need to attract them. I'm hoping my election, as a younger retailer, will help attract a new generation of NFRN members.

### What is the best lesson the NFRN has taught you?

That we are much stronger as part of the NFRN than we would be standing alone. Also, being a member has helped me avoid getting stuck in a comfort zone. It's made me more aware of my com-

petition and given me a boost to change my displays every month, for example.

### At RN, we encourage retailers to develop a point of difference for their stores. What's yours?

I want all my shops to be one-stop shops, but I don't take it for granted that different areas want the same thing. I survey my customers to find out their needs and what I should be stocking. I'm also a newspaper and magazine specialist and have more than 55 newspaper titles. My store is known for stationery, news and mags.

### What is the most important thing the NFRN needs to achieve in the next year?

One of the main challenges facing many members is the poor service they receive from news wholesalers. The NFRN is fighting wholesalers

and publishers with the submission to the CMA, and this has to be followed to a successful end. Another challenge is finding ways to help members in these challenging trading times. Also, I've been involved in parliamentary affairs for a few years and every year more MPs start working with us. There are around 26 MPs involved with the APPG we launched last month, for example, so we need to build on this.

### This year's annual conference theme is "putting members first". How would you do that if you were president?

We need to involve ordinary members more, to make them feel part of the federation and its decision making. In some areas, branch meetings are becoming irrelevant. We need more opportunities and events where members can get something out of them, such as commercial offers and advice. ●

## Improved engagement with members

"Another priority this year was improving our engagement with NFRN members by organising more trade shows, seminars and networking opportunities. People will leave their shops if they know they'll take back something that will benefit them, and we need more events like this to attract members.

"But making members aware of what federation membership has to offer them is a big challenge. Many don't realise they're covered for tax investigation or issues with trading standards, for example.

"We have a lot to offer on the commercial side too. During my presidency, we've worked to provide new sources of income. We've brought our commercial operation in-house, created a business development department and launched NFRN Direct, our buying group, and we need to get the message out about offers like these.

"We need to think about our future and how we engage members with the NFRN. We need to progress from the way the federation was set up – it's time for change."



Trade shows have created revenue and networking opportunities



The NFRN is working to provide members with new sources of incomes

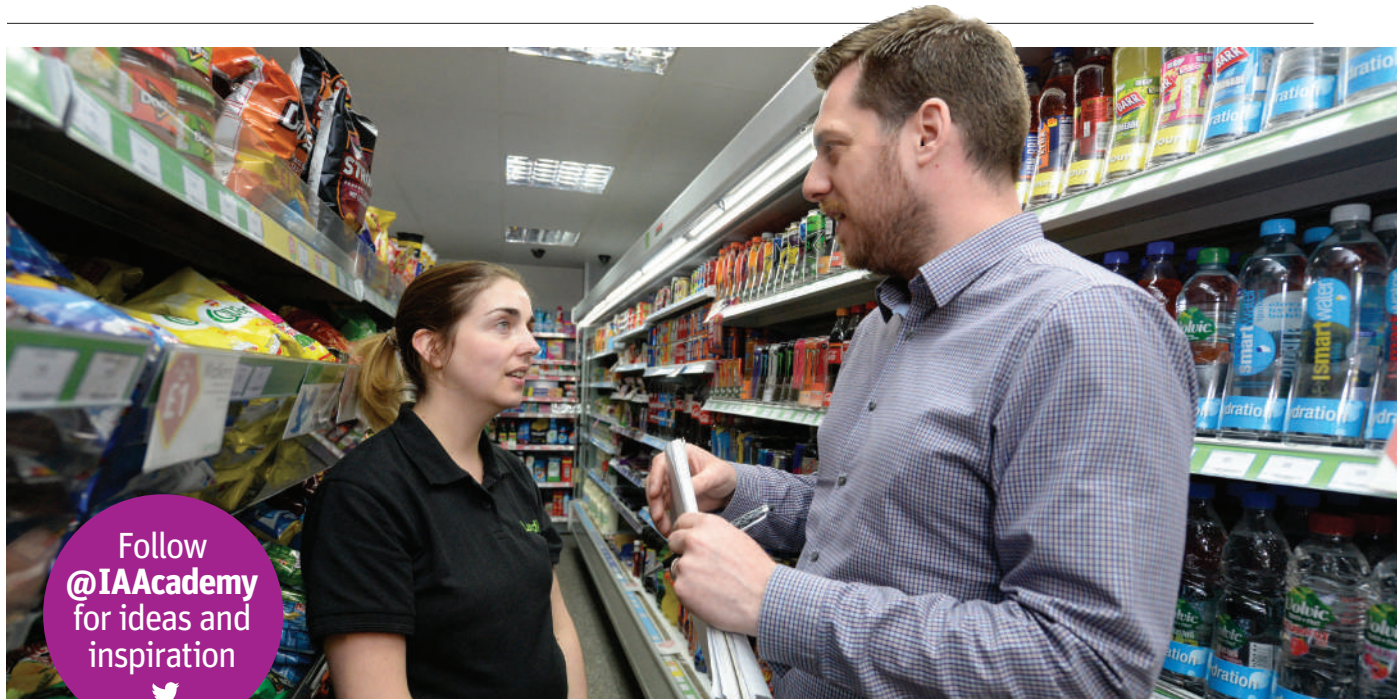


Increasing engagement with its members is a priority for the NFRN

**Next week** Meet the NFRN's next national president, **Mike Mitchelson**, who is set to lead the federation in its centenary year.



# ACADEMY IN ACTION



## Shop Layout

In the penultimate Academy in Action visit of 2018, the IAA and category partner [betterRetailing.com](http://betterRetailing.com) visited Natalie Lightfoot to help her improve her shop layout



**Name** Natalie Lightfoot  
**Shop** Londis Solo Convenience  
**Location** Baillieston, Glasgow  
**Size** 800sq ft  
**Staff** One full-time, five 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.



**S**hop layout is about designing your store so customers find it easy to use and are able to buy more of what they want, more often. Making sure shoppers can easily see offers and have a better experience in a well-lit and easy-to-walk shop will make them want to come back again and again.

Before benchmarking your shop against the IAA's criteria on the right, read how Stefan Appleby, of category partner [betterRetailing.com](http://betterRetailing.com), worked with Natalie to find shop layout solutions to benefit her business.

Natalie Lightfoot's Londis shop in the Baillieston area of Glasgow is located on a busy main road, with competition from nearby Lidl, Morrisons and other convenience stores, a newsagent next door and cafes and butchers within a two-minute walk.

How can the IAA help Natalie improve her shop layout?

### Want to see more?

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



### WHY I TAKE PART

**“** I don't know of any stores that are perfect and can't improve. I've got a really active Facebook group that I use to promote my offers and build great relationships with, so learning how to bring that to life in-store through the IAA would be great. I'd love an action plan to help me work out what I need to improve and how to keep taking my shop forward.





**INDEPENDENT**  
Achievers Academy

**betterRetailing.com**

## IAA ADVICE

### Natalie's challenge: Arranging categories to guide shoppers through their journeys

Natalie used to do lunch meal deals but took them away recently. She has a coffee machine with a coffee and doughnut linked deal at the front of her shop. But are there missions she isn't catering for and could be taking advantage of?

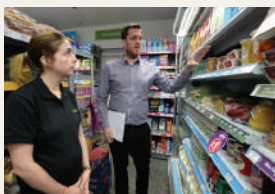


**Stefan says:** "Natalie gets a sandwich order three times a week, showing demand. A sandwich, crisp and drink deal would be perfect for her transient customer base, which includes office and shift workers and motorway travellers. It needs to be clearly signposted, as should the coffee and doughnut meal deal, which is not communicated as the great promotion it is."

**Action** Introduce meal deals and promote them to passing customers and new shoppers to drive basket growth.

### Natalie's challenge: Making your layout work for you

Natalie has a brilliant chiller section running the length of her store, with milk at the rear to draw customers right through the shop. But could she increase their basket spend by thinking about shopper missions throughout their journey?



**Stefan says:** "Natalie wants to grow basket spend to £10. Linking the right products together is key to making this happen. She has a great grouping of breakfast products, such as square sausage and tattie scones, but needs clearer signposts to her customers. She has a great range of 'to-go' yoghurts – sitting them next to juice will encourage a linked purchase and increase spend."

**Action** Walk the shop and create a plan to have the right products next to each other on the shelf.

### Natalie's challenge: Reviewing and improving your shop layout

Natalie has put real focus on her alcohol range over the past four months, including introducing specialty and flavoured gins, and has grown sales as a result. But do they stand out enough and is she really shouting about this as a point of difference?



**Stefan says:** "Natalie's gin range is great, but is difficult to see behind the till. Putting it at eye-level, as a key selling point, will position her store for the student demographic she wants to attract, getting them to purchase other products. Promotion needn't rely on labels: using the media screens can tell people what they will find at the front of the shop."

**Action** Identify the key drivers for the target audience and make sure they are clearly signposted at eye-level.

## PARTNER ADVICE

Natalie has clear ideas on who she wants to market her shop to and how she wants to grow sales. By seeing how products might link together to help shoppers on their journey, Natalie will be able to increase basket spend to £10.

**Stefan Appleby**  
Head of Product  
betterRetailing.com



## YOUR ACTION PLAN

### 1 Walk your shop

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



### 2 Benchmark your shop

Use the checklist below, ticking all you see evidence of



#### Ensuring the shop is comfortable and accessible

- ☐ Are all parts of the shop easy to access?
- ☐ Do you have space for shoppers to dwell so they feel comfortable?
- ☐ Do you signpost areas of your shop to guide customers on their journey?

#### Arranging categories to guide shoppers on their journey

- ☐ Do you place complimentary categories next to each other to guide shoppers?
- ☐ Do you have offers like meal deals to encourage additional spend?
- ☐ Do you have sales targets for each category and record your progress against them?

#### Making your layout work for you

- ☐ Does your till area give your employees a good view of the entrance and shop floor?
- ☐ Do you have a storage area for deliveries so boxes don't have to be stored on the shop floor?
- ☐ Do you have a plan for the journey you want customers to take around your shop?

#### Equipping your shop with appropriate fixtures and lighting

- ☐ Do you have the right type of fixtures for the products you sell?
- ☐ Are all of your shop fixtures and fittings clean and working?
- ☐ Do all of your lights work and do they showcase your products?

#### Reviewing and improving your shop layout

- ☐ Do you have an up-to-date drawing of your shop layout?
- ☐ Do your staff walk your shop as a customer with a list and check how easy it is to find everything?
- ☐ Do you review your layout at least twice a year and implement improvements?

### 3 Pick one thing to improve

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



## CREATE YOUR OWN SHOP REPORT

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

**Next week: Retail Innovation**

# TOBACCO



Do you know what a cigarillo is? How about which cigar brand commands almost a quarter of all sales? Why not see how much you know with our tobacco quiz

## Test your tobacco knowledge

**T**he combination of plain packaging and EUTPD II has created many challenges for the tobacco category, but many opportunities remain, too.

On the one hand, cigars – once seen as the preserve of an elite – now offer customers the cheapest option on most retailers' gantries. Meanwhile, premium cigars offer customers the taste and quality they demand while providing retailers with an opportunity to boost their profits.

Take our quiz to find out if you have the knowledge you need to capitalise.



**Major cigar brands have invested in cigarillo format**



Cigars and cigarillos offer a cheaper alternative to cigarettes and RYO

# 1

**The number one cigar brand in the UK commands 22.1% of all sales. Which brand is it?**

- a) Montecristo
- b) Café Crème Blue
- c) Henri Wintermans

**ANSWER (b)** According to data from RN's upcoming What to Stock guide, Scandinavian Tobacco Group's (STG) Café Crème Blue leads the market. The company's own data says this translates as almost a quarter of cigar purchases.

# 2

**What is a cigarillo?**

- a) An extra-long cigar
- b) A lower-nicotine cigar
- c) A smaller version of a cigar

**ANSWER (c)** Cigarillos are scaled-down variations of traditional cigars. They are larger than cigarettes, and should be smoked like a cigar and not inhaled. Major cigar brands have invest- ➤







Marlboro Touch, just  
**£8.50\***

Improve your sales a **touch** more.

- › Marlboro taste and quality
- › With Firm Filter
- › With Pro-Seal
- › Just a slimmer size and price

 THERE'S CIGARETTES.  
THEN THERE'S MARLBORO.

For the information of tobacco traders only and should not be distributed further. Pack images are for illustration purposes only.  
\*RRP = Recommended retail price. All on-shelf prices are selected by the retailer alone.

**Tobacco smoke contains over 70 substances  
known to cause cancer**

# TOBACCO

ed in this format across the board, particularly post-EUTPD II, because it offers consumers a value purchase below the price of the cheapest RYO and cigarette products.

## 3 Which target group does manufacturer Ritmeester recommend targeting its Mini Moods cigarillos at?

- a) Older customers
  - b) A younger, 25-to-35 year old demographic
  - c) Customers looking for a one-off treat
- ANSWER (b)** "Cigarillos attract a slightly younger demographic than traditional cigar smokers," Tony Lyles, field development manager at Ritmeester, told RN. "Cigars in general attract 18-to-30-year-olds who purchase RYO because they prefer unfiltered products. Cigars can also offer this and it's worth retailers communicating this".

## 4 According to STG, what is the difference in margin on a cigar compared to a cigarette?

- a) 25%
  - b) 300%
  - c) 100%
- ANSWER (c)** Cigars are taxed at a different rate to cigarettes and, according to STG, more than a quarter of smokers would try out a cigar product if recommended. The company has launched a campaign to increase this communication. "Through our campaign we are actively encouraging retailers to use the insights revealed through our research, stock the right products and offer the advice shoppers are looking for," says Jens Christiansen, head of marketing and public affairs at STG.

## 5 With smaller cigar formats emerging to meet demand for lower-priced premium products, STG launched Moments Panatella in March last year. How many cigars are in a pack and what is the current RRP?

- a) Pack of five, £4.20
  - b) Pack of six, £5.10
  - c) Pack of four, £6.00
- ANSWER (a)** Moments Panatella is being positioned by STG as the cheapest product on the shelf within the small cigar segment.

## 6 Cigarillos attract a slightly younger demographic than traditional cigar smokers

## 6 Which cigar brand is double-wrapping its products to help consumers get used to its new packaging?

- a) Mini Moods
  - b) Hamlet
  - c) Moments Blue
- ANSWER (a)** As part of a wider rebrand, Ritmeester's Mini Moods have been given updated packaging. To ensure customers are used to the new look, the company is double-bagging every pack so customers see the older and newer packaging together. "The plan is that by the time the transition is complete, customers will know the new packaging," says Tony Lyles at Ritmeester.

## 7 How many premium cigarettes make the top 25 in RN's upcoming What to Stock table and what are they?

- a) Four (B&H Gold, Camel Blue, Davidoff, Silk Cut)
  - b) Three (B&H Gold, Marlboro Gold, Silk Cut)
  - c) One (Lucky Strike)
- ANSWER (b)** Premium tobacco still plays an important role as shown by RN's data. Suppliers continually tell RN that premium cigarette smokers – like cigar smokers – are among the most brand loyal.

Premium cigarette and cigar smokers are among the most brand loyal



## 8 How has Marlboro-maker Philip Morris managed to provide smokers with a premium cigarette for below the RRP of many mid-market cigarettes?

- a) It has decided to make a loss.
  - b) It is selling stock from 1996.
  - c) It is selling thinner cigarettes.
- ANSWER (c)** Marlboro Touch is described as offering "just a slimmer size and price" than other premium cigarettes. Its current RRP is £8.50.

## 9 Which premium cigarette is known for its distinctive pastel colours and gold paper filter?

- a) Richmond
  - b) Capri
  - c) Sobranie
- ANSWER (c)** The rainbow-hued Sobranie brand was established in 1879 and was a favourite of the Imperial Court of Russia at the time.





# OVER 51%\* OF RETAILERS ARE SUFFERING IN SILENCE

By not talking to customers, many retailers are **missing out on £250 profit per customer\*\***

Our research shows that you'd benefit from suggesting cigars to smokers:

**27%**

WOULD TRY CIGARS IF ADVISED\*

+

**24%**

WOULD TRY CIGARS BECAUSE THEY LIKE THE TASTE\*

=

**x2 PROFIT**

CIGARS HAVE A MUCH HIGHER MARGIN THAN CIGARETTES\*\*



**LET'S TALK**

FOR THE INFORMATION OF TOBACCO TRADERS ONLY

\*Censuswide UK on behalf of STG UK Limited - 7/3/2018-12/3/2018

\*\*Based on average cigarette margins compared to average cigar margins

SCANDINAVIAN TOBACCO GROUP  
UNITED KINGDOM

CREATING VALUE FOR RETAILERS

**Smoking seriously harms you and others around you**

# BIG NIGHT IN

## Diet Coke Exotic Mango and Diet Coke Feisty Cherry

Coca-Cola European Partners is tapping into demand for light colas with two new variants.

Why should retailers stock it?

"The variants appeal to consumers looking for new flavours, with the cans featuring a new contemporary design."

**Amy Burgess**

Trade communications manager, Coca-Cola European Partners

## Coca-Cola Zero Sugar Peach

Adding to its Zero brand, CCEP also launched Coca-Cola Zero Sugar Peach in preparation of the sugar levy.

Why should retailers stock it?

"More consumers are conscious about how much sugar they consume, so offering low- and zero-sugar soft drinks can help increase sales."

**Amy Burgess**

Trade communications manager, CCEP

## Sprite Lemon Lime & Cucumber No Sugar

In February, CCEP launched Sprite Lemon Lime & Cucumber No Sugar, in a move that brings together on-trend flavours and the requisite post-sugar levy.

Why should retailers stock it?

"Consumer demand for light, flavoured carbonates is growing, and Sprite Lemon Lime & Cucumber No Sugar helps retailers offer more choice."

**Amy Burgess**

Trade communications manager, CCEP

# Summer sellers

From new variants of the biggest brands to emerging specialist producers, there are dozens of products available for a great summer Big Night In range. **Priyanka Jethwa** makes some recommendations

## M&M's Peanut Ice Cream

Mars Ice Cream is tapping into the £210m single ice creams category with this version of its much-loved M&M's flavour.

Why should retailers stock it?

"As a category bestseller, M&M's Peanut Ice Cream can help boost impulse sales."

**Phil Shaw**

General manager, Mars Ice Cream

## Snickers Ice Cream Tub

Mars Ice Cream has introduced new pricemarked tubs on some of its most well-known ranges.

Why should retailers stock it?

"With tubs accounting for 44% of sales within the ice cream category, sharing formats are driving primary growth within the category."

**Phil Shaw**

General manager, Mars Ice Cream

## Ben & Jerry's Topped Pretzel Palooza

Incorporating ice cream and popular snack foods together, Unilever launched novelty flavours to its portfolio.

Why should retailers stock it?

"Ben & Jerry's Topped Pretzel Palooza taps into the trend for sweet and savoury taste combinations, giving shoppers something new to try."

**Christina Dunn**

Country business leader, Ben & Jerry's UK and Ireland

Why should retailers stock it?

"We have seen a demand for innovation when it comes to birthday cakes, and Ben & Jerry's Birthday Cake responds directly to this."

**Christina Dunn**

Country business leader, Ben & Jerry's UK and Ireland

## Ben & Jerry's Birthday Cake

This year, Unilever launched Ben & Jerry's Birthday Cake ice cream for shoppers looking to gift.

## Sheppy's VAT 07 Cloudy Cider

Sheppy's is encouraging retailers to stock single cider formats as part of Big Night In displays.

Why should retailers stock it?

"Single formats are effective as they are convenient to pick up by consumers when shopping for a Big Night In."

**David Sheppy**

Master of cider, Sheppy's Cider







**Why should  
retailers stock it?**

"The on-the-go format will help drive summer impulse sales in the ready-to-drink alcohol category, especially among 18-to-24-year-olds."

**James Middleton**

Channel director for Impulse,  
Pernod Ricard  
UK

### Malibu Piña Colada

Pernod Ricard UK has launched Malibu Piña Colada ready-to-drink cans, aimed at young revelers this summer.

### Magnum Chocolate & Hazelnut Praliné

In January, Unilever launched Magnum Chocolate & Hazelnut Praliné in a tub format.

**Why should  
retailers stock it?**

"After the success of Magnum Classic Tubs in 2017, the new variant is designed to appeal to those looking for a premium ice cream for a Big Night In."

**Alix Coli**

Brand manager for Magnum,  
Unilever UK



### Brioche Pasquier Pains au Lait

Brioche Pasquier is urging retailers to offer al fresco foods in their Big Night In display.

**Why should  
retailers stock it?**

"Consumers will often be shopping on a whim for summery foods, so retailers need to make it easy for them to shop for al fresco food by bringing it all together in a Big Night In display."

**Matthew Greuter**

Sales manager, Brioche  
Pasquier



**Why should  
retailers stock it?**

"McCoy's Chips had a successful first year, with the product named the second largest launch in the crisps, nuts and snacks category in 2017."

**Matt Collins**

Sales director for convenience,  
wholesale, discounters  
and foodservice,  
KP Snacks



### McCoy's Chips

Last year, KP Snacks launched McCoy's Chips in £1 priced packs.

**Why should  
retailers stock it?**

"Cofresh's Indian snacks are an alternative for consumers seeking new, spicy flavours, offering something more than traditional potato crisps."

**Debbie King**

Director of commercial sales and  
marketing, Cofresh



**Why should  
retailers stock it?**

"Butterkist is a popular brand that offers a large range of flavours in a number of formats, making it perfect for Big Night In."

**Matt Collins**

Sales director for convenience,  
wholesale, discounters and  
foodservice, KP Snacks

### Chilli & Lemon Grills

Cofresh is catering for demand for spicier snacks with world foods.



**Why should  
retailers stock it?**

"Supermalt's new variant is a low-sugar drink, and appeals to those who are opting to reduce the amount of sugar they consume."

**Neil Lunn**

UK trade marketing  
manager for  
Supermalt UK

### Supermalt Less Sugar

This year, Supermalt launched a low-sugar variant, keeping in line with the sugar levy.



**Why should  
retailers stock it?**

"An increasing number of households are looking for sharing snacks for Big Nights In, and the Poppables range will help to drive this demand."

**Kate Charman**

Brand manager,  
PepsiCo

### Walkers Poppables

PepsiCo has launched Walkers Poppables in the sharing snacks category.



**Why should  
retailers stock it?**

"Demand for premium ice cream is growing as more consumers look for innovation and new flavours within the category."

**Christina Veal**

Director,  
New Forest  
Ice Cream

### New Forest Ice Cream

New Forest Ice Cream is one of a number of emerging local producers now available nationwide, offering specialist ice cream to retailers everywhere.



**Why should  
retailers stock it?**

"Cîroc Summer Colada will help retailers accelerate sales as consumer demand for flavoured alcohol continues to rise."

**Nick Temperley**

Head of Diageo  
Reserve

**Why should  
retailers stock it?**

"The rise of regional gin such as Aber Falls Welsh Dry Gin has doubled in the past six months as demand for premium gin continues to soar."

**James Wright**

Managing director, Aber  
Falls Distillery

### Aber Falls Welsh Dry Gin

This year, Halewood Wine & Spirits launched Aber Falls Welsh Dry Gin for premium spirit drinkers.



### Cîroc Summer Colada

Diageo is re-launching limited edition Cîroc Summer Colada for the summer. ●



# THIS WEEK IN MAGAZINES



## Magazine of the week

# MAKE THE MOST OF THE HONEYMOON PERIOD

The last Royal Wedding magazine of the year will be a 100-page collector's edition with full coverage of Prince Harry and Meghan Markle's ceremony – as well as insider secrets

**ROYAL WEDDINGS** don't happen every week, so the magazine market has been going to town on the public's fascination with Prince Harry's wedding to Meghan Markle. However, Time Inc's Woman's Weekly is launching the final magazine planned to coincide with this year's royal nuptials – a special collector's edition one shot with full coverage of the Prince and former actress' ceremony.

The 100-page magazine includes pictures, insider secrets and a resume of the couple's life, alongside a special look at the history of past royal weddings. If you have the audience for it, display it clearly – and enjoy it while it lasts.



### THE ROYAL WEDDING COLLECTOR'S EDITION

**On sale out now**  
(until 5 July)

**Frequency** one shot

**Price** £2.99

**Distributor**  
Marketforce

**Display with** other  
Royal Wedding  
magazines

## My week in magazines



**Marcello Perricone**

Magazines reporter

marcello.perricone@newtrade.co.uk

## THE IMPORTANCE OF PRINT

I travel a lot here on RN, frequently crossing the country to attend events, visit newsagents, and interview people, and one thing I constantly see on trains and planes are people with magazines. Reading them, buying them, tucked in a back-pack – digital might be ubiquitous, but print is still very much alive.

During the PPA Festival 2018, there was one common theme throughout every talk – print is still the leading growth revenue sector for publishers. This may sound surprising given the declining sales in the market, but digital hasn't delivered on its promises – after years of experimentation, publishers are recognising that what works on digital doesn't necessarily work on print, and are slowly starting to shift their approach to focus on the magazine market again.

Famed journalist David Hepworth said he thinks the secret of saving the magazine market is finding a way to fit it into people's habits again. I agree with that – next week's store profile takes a look this in action with Magazine Heaven, a magazine store that takes cues from bookstores in order to create a welcoming and comfortable environment for shopping.

Newsagents play a vital role in driving trends and are instrumental in making sure the act of buying magazines becomes as enticing as possible.

### Opportunity: exposure

A shelf containing a lot of magazines can make it really difficult for customers to spot titles they may be interested in. Try displaying magazines clearly to encourage new finds and impulse buys.

THIS WEEK  
IN MAGAZINES

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you grown your sales  
with a great display  
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# THIS WEEK IN MAGAZINES

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## PRINCESS WORLD SPECIAL

- This primary girl's magazine is focused on puzzles, stories and activities themed around princesses and their castles.
- The June-July issue includes a cover-mounted 10-inch deluxe mermaid doll and lipstick, easy puzzles and drawing pages.



**On sale out now**  
**Frequency** bi-monthly  
**Price** £3.90  
**Distributor** Marketforce  
**Display with** Disney Princess, My Beautiful Princess



## PORTER

- This women's magazine is releasing a special edition celebrating the UK's seas.
- The 63-page issue features collaborations with non-profit organisation Parley for the Oceans and activist Anja Rubik, alongside an ocean portfolio and an article about the incredible impact of plastic pollution on the marine environment.



**On sale out now**  
**Frequency** bi-monthly  
**Price** £6  
**Distributor** Marketforce  
**Display with** Vogue, Harper's Bazaar

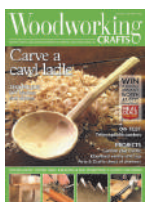


## TODAY'S GOLFER

- June's issue of Today's Golfer previews the upcoming 147th Open. It features a hole-by-hole guide by Padraig Harrington, and a look at the key golf shots and how to play them.
- The edition includes a free ball marker and pen to mark the July tournament, which will be held in Carnoustie, Scotland.



**On sale** 7 June  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Frontline  
**Display with** Golf World, Golf Monthly



## WOODWORKING CRAFTS

- This woodworking magazine is aimed at craft enthusiasts, and covers everything from green woodworking and cabinet-making to upcycling and restoration.
- The latest issue offers readers the chance to win a DeWalt kit worth £1,899, which will appeal to all DIYers.



**On sale** 7 June  
**Frequency** monthly  
**Price** £4.25  
**Distributor** Seymour  
**Display with** Furniture & Cabinetmaking, Woodturning



## THE ROYAL WEDDING

- The second part of bi-monthly magazine The Royal Life's spin-off include pictures and articles about the wedding of Prince Harry and Meghan Markle.
- Unlike editions published before the event, this focuses on the coverage of the big day and what came shortly before and after the ceremony.



**On sale out now**  
**Frequency** one shot  
**Price** £5.99  
**Distributor** Intermedia  
**Display with** Hello!, OK!



## Bestsellers Women's magazines

Title	On sale date	In stock
1 Take a Break	31/05	<input type="checkbox"/>
2 Woman's Weekly	30/05	<input type="checkbox"/>
3 People's Friend	30/05	<input type="checkbox"/>
4 Chat	31/05	<input type="checkbox"/>
5 Hello	04/06	<input type="checkbox"/>
6 That's Life	31/05	<input type="checkbox"/>
7 Closer	29/05	<input type="checkbox"/>
8 Yours	05/06	<input type="checkbox"/>
9 Bella	29/05	<input type="checkbox"/>
10 Heat	29/05	<input type="checkbox"/>
11 My Weekly	29/05	<input type="checkbox"/>
12 Woman's Own	29/05	<input type="checkbox"/>
13 Woman	29/05	<input type="checkbox"/>
14 Best	29/05	<input type="checkbox"/>
15 Pick Me Up	31/05	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

### SYMBOL KEY

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

# On Sale Now!

BRAND NEW!

**Starter Pack: £2.99 rrp**

**Sticker Packet: 60p rrp**

www.paninigroup.com

# THIS WEEK IN MAGAZINES



## FURNITURE & CABINETMAKING

- This magazine is aimed at furniture-making enthusiasts and professionals who value quality and design.
- June's issue showcases modern and classic furniture, alongside a chance to win a DeWalt tool kit worth £1,899.



**On sale 7 June**  
**Frequency monthly**  
**Price £4.75**  
**Distributor Seymour**  
**Display with Woodworking Crafts, Woodturning**



## YOURS RETRO

- This nostalgic magazine takes a look at past female celebrities, bringing you features, images and articles about former stars and their stories.
- This issue focuses on Marilyn Monroe, and includes a Grace Kelly poster and Hollywood Bombshells DVD.



**On sale 7 June**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Bella, Heat, Woman's Weekly**



## WORLD SOCCER

- This special bumper World Cup issue is billed as the 'ultimate guide' to 2018's main football event.
- It includes a world exclusive in the form of interviews with all 32 World Cup coaches and features expert analysis of their teams, players and tactics.



**On sale out now**  
**Frequency monthly**  
**Price £5.50**  
**Distributor Marketforce**  
**Display with FourFourTwo, Rugby World**



## SPECIALIST CHOICE MARK ANSELL, LISKEARD NEWS, CORNWALL TOUR

### Who buys it?

All ages, really. We're in an age where cycling is pretty popular, so we have a lot of fans. There's even a couple of customers who go over to France every year to watch the Tour de France.

### How do you display it?

We always make a decent window display of it, with the Tour magazines grouped together to draw in attention.



**On sale out now**  
**Frequency one-shot**  
**Price £8.99**  
**Distributor Marketforce**

## Expert advice Julie Jones

Managing director,  
Redan Publishing Ltd



According to WHSmith's latest news rankings, the current pre-school magazine sector consists of 61 titles and has an annual RSV of £55.2m. Redan Publishing has four titles in the top 10, including our Fun to Learn Peppa Pig magazines, which are number one and two according to ABC's average net circulation from June-July 2017.

As the leading independent publisher of pre-school magazines in the UK, we are constantly looking for ways to bolster the market and offer our customers more of what they want at great value for money.

Our hugely popular multi-character title magazines, Fun to Learn Friends and Fun to Learn Favourites, are excellent examples of how we mix the hottest characters with top-quality content and covermounts, to provide opportunities for parents and carers to read and create with their little ones, away from small screens.

## Our strategy

### Who buys your titles?

Children, parents, grandparents and carers for young children.

### How should your titles be promoted in-store?

Our titles should be placed in child-height positions, next to other Fun to Learn titles, such as FTL Peppa Pig and FTL Favourites. Retailers should make an effort to keep the children's section as tidy and alluring as possible, for their youngest customers.

### How are you investing in independents?

We are constantly looking for ways to grow our share in the independent sector. We take part in a variety of promotions throughout the year with various clubs, and for the launch of FTL Friends Art we have invested in a distribution package with the Menzies Superleague club of independents.

## COMING UP IN NEXT WEEK'S RN



Get your copy of RN's annual What to Stock guide, with analysis of 27 core convenience categories

Plus, get the lowdown on the commercial vans market and find out how bookshops provided the inspiration for Bill Palmer's specialist magazines store

# RN



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## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Art Gallery	13	60	8.99
British Steam Railways	13	50	1.99
Build the Jaguar	63	100	8.99
Build Your Own R2-D2	73	100	8.99
Cake Decorating	12	90	3.99
Classic Dinky Toys Collection	12	60	11.99
Enhancing Your Mind, Body, Spirit	73	120	3.99
Magiki Cuddle Buddies	8	30	3.99
My Animal Farm	67	80	5.99
Jazz at 33 and Third RPM	63	70	14.99
Star Wars Helmet Coll'n	63	80	9.99
Zippo Collection	71	100	19.99
<b>Eagle Moss</b>			
DC Comics Graphic Novel	73	100	9.99
Game of Thrones	54	60	9.99
My Little Pony Colouring Adventures	65	80	4.50
Star Trek Ships	125	130	10.99

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	20	80	9.99
Art of Cross Stitch	74	90	2.99
Art of Quilting	130	150	3.99
Art Therapy	167	180	2.99
Assassins Creed: The Official Collection	34	80	9.99
Big & Little Crochet	7	72	4.99
Classic Routemaster	19	130	8.99
Doctor Who Complete History	72	80	9.99
Draw The Marvel Way	63	100	4.99
Judge Dredd Mega Collection	88	90	9.99
Marvel's Mightiest Heroes	116	130	9.99
Transformers GN Collection	38	80	9.99
Warhammer	46	80	9.99
<b>Panini</b>			
F1 Collection	56	60	10.99
Marvel Figures	10	84	11.99

## Collectables

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

Title	Starter	Cards
<b>Topps</b>		
I Believe In Unicorns Sticker collection	3.00	0.60
Journey to Star Wars	4.99	1.00
Match Attax 2017/18	4.99	1.00
Num Noms sticker coll'n	2.99	0.50
Premier League Sticker collection	1.99	0.50
Ring Pop Puppies	2.00	-
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
<b>DeAgostini</b>		
Magiki Ladybirds		2.50
Magiki Princesses		2.50
Piranhas & Co		2.50

## Newspapers

Daily newspapers price/margin pence/margin %			
Sun	50p	11.15p	22.3%
Mirror	80p	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)	60p	13.31p	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	60p	12.085p	21%
Daily Mail	£1	21p	21%
Express	90p	19.11p	21%
Express (Scotland)	90p	19.11p	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	£1.60	33.6p	21%
People	£1.60	33.6p	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	£2.20	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	31.5p	21%
Sunday Post	£1.60	33.6p	21%

## Weight Watchers 26-27 May

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Times	1,100g	500g	0g	0	0g
Telegraph	1,035g	145g	75g	4	45g
Sunday Times	795g	350g	15g	1	10g
Mail on Sunday	780g	360g	60g	2	50g
Guardian	625g	320g	0g	0	0g
Daily Mail	620g	230g	80g	4	50g
FT	590g	265g	0g	0	0g
Sunday Telegraph	560g	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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