



# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 25.05.2018

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Shaping the future  
of independent retail  
since 1889



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**“We sell up to 600 pre-packed sandwiches a week, 400 of which are in non-plastic packaging”**

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**HALF  
OUR SALES  
TO COME FROM  
CHILLED AND  
BAKERY**  
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WELCOME

**Through stories like  
this, we aim to offer  
you a tour of  
innovative stores  
in RN each week**



Editor

Chris Rolfe

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On RN's Come Shop With Me study tour three years ago, retailers voted Sid Sidhu's then-Simply Fresh store their favourite business on the trip.

Fresh sandwiches, specialist shelving, and premium alcohol and bakery ranges that encourage customers to trade up were among the ideas that caught their eyes, along with a layout based on an understanding of why shoppers came to the store.

Trends such as fresh, chilled and food to go were in their infancy in convenience in 2015, so these retailers came away with new

ideas to try in their businesses.

Sid's latest development is a refit with Budgens, which we explore in this issue's profile. In some ways, he has built on what we saw three years ago, by honing his mission-focused layout and growing his premium alcohol range, for example. But new ideas, such as premium ready meals and seating, enable him to tap into trends in food to go. He's also followed industry advice that retailers should make shopping less of a functional exercise and more of an experience for shoppers.

Three things stand out from his story that pay tribute to the industry's sharing of ideas: his creation of a long-term plan; his choice to partner with a supplier who can help him achieve his goals; and his inclusion of specialist features to help his core convenience offer stand out from his competitors.

Through stories like this, we aim to offer you a tour of innovative stores in RN each week. If you have a great story that could help other readers, we'd love you to get in touch.

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**Are you ready for  
this year's hayfever  
season? Get your  
range and prices  
right with this week's  
Pricewatch**  
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# BREAKING NEWS

## Bus tour for Panini stickers

Retailers can benefit from additional World Cup stickers sales as publisher Panini has announced a UK bus tour.

Two buses customised with World Cup liveries will tour the country between 26 May and 2 June, stopping near multiples. However, independent stores will also be able to stock up on stickers and benefit from the added publicity.

A Panini spokesperson told RN: "There'll be football freestylers performing tricks and entertaining the crowd as we hand out free albums. There'll also be swap shops, so collectors can swap stickers, and there may well be a free packet or two.

"But we will mainly be driving footfall into stores where collectors can purchase packets."

## PayPoint trials cash service

PayPoint has partnered with ATM operator Link to pilot a 'cash over the counter' withdrawal service.

Customers using the service simply insert their bank cards into a PayPoint terminal. They can then withdraw up to £100 from the retailer's till.

The service will be trialled at 15 stores this summer, with plans to extend its coverage if the pilot is a success.

PayPoint chief executive Dominic Taylor said: "This is yet another example of how local retailers are playing a critical role in delivering vital services to their local communities every day across our network of 29,000 stores."

**Track & Trace due next May** 'It would be more productive if retailers were given official licences'

## Legislation confirmed to fight illicit tobacco trade

by **Priyanka Jethwa**  
priyanka.jethwa@newtrade.co.uk

Retailers should prepare for a fresh clampdown on the illicit tobacco trade that will see the introduction of a 'Track & Trace' (T&T) scheme requiring buyers to have a unique code when purchasing tobacco products.

From 20 May next year, suppliers and wholesalers of cigarettes and roll-your-own tobacco will be required to track and record the movement of products through the supply chain.

The scheme follows on from the introduction of

EUTPD II and UK plain packaging legislation in May last year.

In a co-signed letter to wholesalers this week, British American Tobacco, Imperial Tobacco, JTI and Philip Morris International stated each member in the tobacco supply chain will need to prepare and assess how T&T will affect their business.

Meanwhile, HM Revenue and Customs (HMRC) said that while details are still to be finalised, retailers who sell tobacco products from a single location will be required to obtain an 'Economic Operators ID

Code' from whomever is supplying them.

This code will be used when making future purchases from wholesalers, so suppliers can record details on the tracking system.

HMRC said: "Retailers who operate multiple stores will also need to apply for codes for each location where tobacco is sold. HMRC is currently speaking with representatives from the retail sector to understand how regulations will be applied."

Chris Noice, head of communications and research at the Associa-

tion of Convenience Stores, said while tackling the illicit trade is essential, the association remained concerned about the implementation of T&T. "Many details are yet to be finalised," he said.

David Worsfold, of Farrants in Cobham, said while the move is commendable, the system itself could pose an "administrative nightmare".

"It would be more productive if retailers were given official licences as tobacco traders, rather than introducing a complicated system like this," he said.

## Lifestyle Express expands training

Lifestyle Express retailers can learn how to increase sales and improve customer support thanks to the expansion of the fascia's learning academy.

The initiative, which was launched last June, is being expanded with three online modules from train-

ing provider Bolt Learning, designed to help retailers grow their businesses and maximise sales.

According to Bolt Learning's head of customer proposition Katie Jenkins, the new 'Staff Upselling' module will give retailers a competitive advan-

tage. "Upselling makes many retailers nervous, but when done right, it can drive basket size and spend and improve customer service," she said.

Janette Tucker, from Lifestyle Express Winscombe, North Somerset, said the modules had

proved very useful. "The certificate at the end makes you feel proud and therefore you do a much better job," she said.

Ms Tucker said upselling is already in use at her store: "It's part of how we train the team and it brings revenue to the till."

### Local businesses help to celebrate Budgens store refit

The installation of a seating area in Sid and Sukhi Sidhu's newly refitted Budgens Kenilworth store has inspired a schedule of events. To mark the store's recent reopening and the upcoming bank holiday, businesses including a nail art firm, a boutique clothes company and local healthy foods brand will all take over the front area of the store. Sid said: "We're planning to host pop-up shops within the business regularly. These will bring new footfall into the store, too."

● Store Lookbook, page 6





**C-stores key to cutting littering and packaging** 'Customers have a degree of trust in them'

# Retailers should educate customers about plastic

by Alex Yau

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The government's fight against plastic is likely to extend to all packaging across convenience stores, but the focus should be on retailers educating customers, RN has been told.

Trewin Restorick, chief executive of environmental charity Hubbub Foundation, said the role independent retailers play in raising awareness of waste should be on the agenda of the environment secretary, Michael Gove.

"The focus from Mr Gove has very much been

on plastic bottles as part of the deposit return scheme (DRS) and the campaign against waste is likely to extend to all forms of plastic packaging in shops.

"However, the debate has to be much more joined up because campaigns such as DRS alone won't stop littering. Retailers don't necessarily need to house recycling facilities themselves, but the government needs to work with stores on how they can tell customers about nearby recycling facilities."

Mr Restorick added areas of communication that retailers could focus

on in partnership with the government include word-of-mouth, posters or shelf-edge displays.

"Convenience stores need to be part of the conversation because customers have a degree of trust in them," he said.

Lucy Frankel, communications director of biodegradable packaging manufacturer Vegware, added higher costs associated with non-plastic packaging can be bypassed with alternative recycling sites.

She said: "Businesses can reduce any increased costs associated with non-plastic packaging by moving away from typi-

cal landfill sites to alternatives such as compost heaps."

Meanwhile, Peter Lamb, of Lambs Larder in Tunbridge Wells, Kent, said raising awareness among customers has helped encourage sales of non-plastic-packaged products.

"Mainstream media has helped raise knowledge of sustainability and I expect products in biodegradable packaging to increase from 10% of my overall sales to 30% in the next year.

"We sell up to 600 pre-packed sandwiches a week, 400 of which are in non-plastic packaging."

## MP to hear retailer's concerns

An MP has agreed to meet with a London retailer and NFRN member to discuss crime prevention following an intervention by RN.

Ruth Cadbury, MP for Brentford and Isleworth, will visit Ravi Raveendran, of Colombo Food & Wine in Hounslow, before attending a Safer Neighbourhoods meeting next week. Mr Raveendran has been a repeated victim of crime at his store.

He said: "I plan to discuss all the incidents that have happened and give CCTV footage of the thefts to Ruth Cadbury MP."

Ms Cadbury organised the meeting after RN contacted her following a call by Mr Raveendran to set up a group including local traders, police and his local MP, to hear retailer's concerns over crime.

"At the moment, there is no dialogue, and because of that we are suffering," he added.

## Tesco to end some best before dates

The removal of 'best before' labels from 70 products throughout Tesco stores has been met with a mixed reaction from one independent retailer.

The supermarket giant announced the move last week to stop "perfectly edible items being thrown away".

However, Christine Hope, from Hopes of Longtown in Herefordshire, told RN: "We like to sell delicious, tasty food, so there should still be a 'this tastes great up until' advisory somewhere. We keep best before dates in a diary and take items off when they're due and eat them ourselves."

## Royal Wedding generates extra £1.2m in sales

Newspaper coverage of last Saturday's Royal Wedding between Prince Harry and Meghan Markle generated an extra £1.2m in retail sales, according to estimates from the Daily Mail.

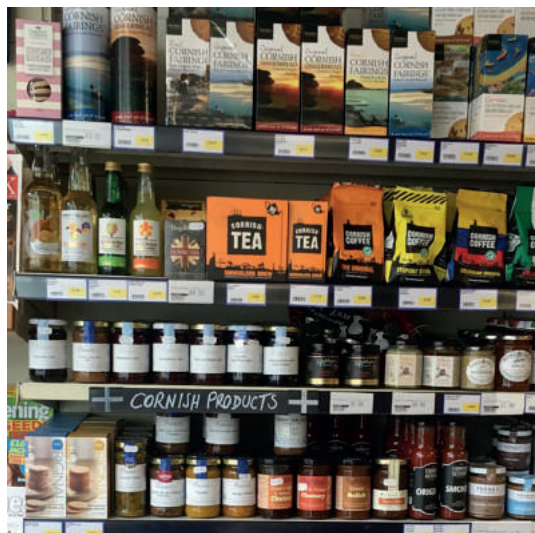
The wedding, held at Windsor Castle, sparked an uplift in sales of more than 650,000 additional Sunday newspaper copies, marking a 15%-20% uplift in week-on-week sales across the newspaper industry.

The Daily Mail sold nearly 200,000 extra copies for an additional value of £350,000, attributed by a Mail spokesperson to "unrivalled reports and pictures" and a "47-page souvenir of coverage" from the ceremony.

Meanwhile, Reach plc (formerly Trinity Mirror)'s newspaper sales director John Howard told RN: "We had a great day - the Sunday Mirror was up by over 10% week-on-week, while the Sunday People and Sunday Mail also showed significant sales growth."

Speaking to RN, Ilesh Patel, from Camden News in London, said: "We sold out of nearly every national newspaper, with a lot of tourists buying multiple copies."

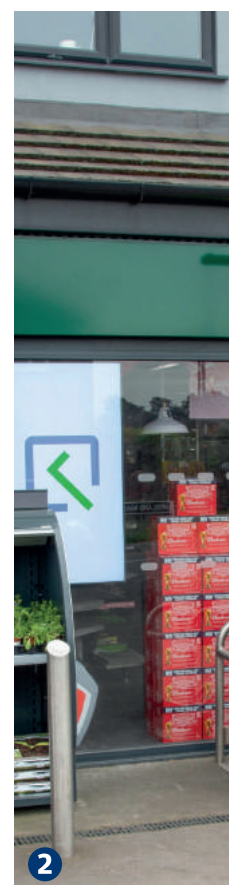
Mr Patel called the weekend a "double barrel" weekend, with both the Royal Wedding and the FA Cup final at Wembley Stadium making the headlines and driving sales.



### Cornish produce sales increase by 50% this summer

Josh Taylor, who runs Tywardreath Village Store in Cornwall, has noticed a 50% increase in sales of local produce this summer season, after focusing on ways to attract tourists who are visiting Cornwall. "Anything that has a Cornish stamp sells very well, including teas and jams, to tote bags made by local artists," he said. Mr Taylor said he encourages local suppliers to use their store to promote products, and posts images on social media to showcase the selection on offer.

# STORE LOOKBOOK



## New look, new ambition

Sid and Sukhi Sidhu have revamped their store under the Budgens fascia. With a coffee bar and gourmet ready meal range, the couple target 50% of turnover from chilled by 2020.

**Ed Chadwick** finds out more

**N**othing happens by chance at Sid and Sukhi Sidhu's Budgens Kenilworth store.

With a background in software, it is unsurprising Sid adopts a scientific approach to management. This might typically see the pair analysing market research surveys in tandem with EPOS figures or working with a supplier to calculate spend per shelf.

But since beginning their convenience retail journey in 2013, the couple have learned there really is no substitute for time on the shop floor to help inform decisions – so that is where they are determined to spend the majority of their time.

With the pre-collapse supply issues of Palmer & Harvey affecting business last year, the Sidhus began their hunt for a new partner, settling on the Budgens fascia. A £40,000 refit later, the 2,000sq ft store is beginning a new chapter.

Sid and Sukhi opened the doors of the refreshed store earlier this month and are waiting to see the impact, but their painstaking attention to detail gives them confidence they have struck the right notes.

"I wanted a partner to help streamline the business to give us more time to focus on execution," says Sid.

"The breadth and depth of range is better than we had before, so I'm not spending time using different suppliers to fill gaps."

Sid and Sukhi spent time researching a new symbol partner and were drawn to Budgens for the support it could offer to grow their chilled sales. With 25m of chilled space and the category now responsible for 30% of turnover, it is an area they earmarked for investment.

Premium ready meals from Gourmade were introduced earlier this year and the company contributed bespoke PoS as part of the refit. This has helped to boost sales on the range, which retails for as much as £7.50 for a meal for two before adding accompaniments or dessert.

The next step will be to revamp the store's cold storage by the end of 2018 and grow the in-store bakery range to include more artisan bread. By 2020, Sid is targeting a combined 50% contribution to turnover from chilled and bakery.

The new layout reflects this aim. "We found the old layout formulaic and everything we've learned since opening in 2014 told us we needed to tweak it," says Sid. "Budgens were a great help in looking at profit per shelf and with the redesign, we ended up with an extra 3.75m of shelving."

"Research told us we needed to become more mission-based and we've second-sited an extra freezer for Häagen-Dazs next to the wine chiller for 'Big Night In' shoppers."

An ongoing focus for the store has been its alcohol range. With a wealthy





**“With some training, you can begin to educate customers. That way, you haven’t just made a sale, you’ve also won their trust for the future”** **SID SIDHU**



## STORE TOUR

- 1 Fruit and veg is a huge element in the couple's new fresh-focused store
- 2 The Sidhus chose to move to Budgens after difficulties with availability during Palmer & Harvey's collapse
- 3 A new coffee station is part of a strategy to allow customers to have a hot drink and charge their devices
- 4 Sid has worked with wine suppliers to build a premium wine range with some bottles selling for as much as £30

## INFORMATION

**Location**  
57 Roseland Road, Kenilworth,  
Warwickshire, CV8 1GA

**Size**  
2,000sq ft

**Average basket**  
£8.72

**Number of staff**  
Six full-time and five part-time

**Weekly turnover**  
£34,000





# STORE LOOKBOOK



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6

customer base made up of commuters who travel to London and Birmingham, Sid and Sukhi have been able to introduce premium-priced wines and a range of more than 20 gins.

The wine range runs to bottles priced as high as £30, and those over £10 contribute up to £1,000 per week. Sid ensures the store is a destination by offering not only an extensive range, but equipping himself with knowledge by attending wine courses arranged by suppliers including Concha y Toro.

"I've focused on learning about grape varieties and making sure I can offer advice to customers on food pairings," he says. "With some training, you can begin to educate customers. That way, you haven't just made a sale, you've also won their trust for the future."

The final piece of the jigsaw was a coffee bar which allows customers to enjoy a hot drink in-store while charging their devices.

"It's on castors so we can remove it to create space or position it so we can do tastings and add in-store theatre," says Sid. "We previously had seating outside, but this gives us more control and will add value to the business." ●



**Want to see more** of the Sidhus' store? Go to [betterretailing.com/budgens-kenilworth](http://betterretailing.com/budgens-kenilworth)



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## STORE TOUR

**5** By 2020, the store's turnover is planned to comprise 50% bakery and chilled produce

**6** The store's Gourmade freezer provides premium frozen ready meals that include fish pies, lamb moussaka and butternut squash lasagne

**7** Sid and Sukhi have thought hard about shopper missions, building displays which encourage impulse sales such as condiments with meats



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# SYMBOL NEWS

## Costcutter hires ex-Tesco boss

Former Tesco director Mike Hollis will replace Jenny Wilson as retail director of symbol group Costcutter from the end of this month.

Mr Hollis was managing director of Tesco's Lotus Express operation in Thailand between 2013 and 2014, and was stores director for London and the south-east between 2008 and 2010.

Ms Wilson, who joined Costcutter in 2014, has left the company to focus on other businesses. A Costcutter spokeswoman said: "Ms Wilson worked in marketing and customer director roles for Costcutter, and was instrumental in transforming our marketing support and bringing the Shopper First programme to market."

## Pladis plan boosts biscuits

Symbol group retailers have seen weekly biscuit sales increases by following merchandising advice from Pladis' Sweeter Together campaign, with one store owner reporting a 400% rise.

Jacqui Dales, of Spar London Road Bakery in Boston, received gondola ends and PoS as part of the campaign, which ran from March to April. She told RN: "I sold 50 packs of Chocolate Digestives a week compared to the usual 10."

Today's Group retailers also had exclusive promotions as part of the campaign. Stuart McDowell, of Today's Extra Coneen Road in Clabby, said: "I built a display and used PoS to show customers there was a competition to win thousands of prizes."



## Nisa Evolution refit sends fresh sales soaring

An independent retailer in London has increased his weekly fresh sales from £70 to £500 following the completion of a refit in March. Nisa Buggs's, which is based in North Kensington in London and managed by Rikesh Patel, was refitted under the symbol group's Store of the Future Evolution scheme. The number of bays for chilled products has increased from three to 17 while the number of customers visiting the store each week averages 5,700.

**Consolidation and supply worries lead to 94 new stores** 'The company's focus is not on volume'

## Select & Save expands throughout England

by Alex Yau

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Select & Save has revealed it has a growing foothold in the north and south of England, following the addition of 94 stores over the past nine months.

The fascia, mainly based in the Midlands, now has stores as far north as Doncaster and as far south as Gloucestershire.

"Although the Midlands has always been our heartland, we've been expanding up and down the country," said managing director Andrew King.

"In the north we're now trading in Doncaster, Nottingham, Liverpool and Manchester. We've also got more sites in London and we're growing across Worcestershire and Gloucestershire."

Mr King declined to say how many stores Select & Save has in total, but told RN the company's focus is not on volume.

"There's no aspiration to become a business with more than 600 retailers. We want to remain a company that can pick up the phone and have a personal

conversation with any of our retailers, even at the weekend," he said.

Mr King added most retailers who had joined Select & Save in the past few months had come from symbol groups Premier, Costcutter and Bargain Booze.

"There are several reasons retailers have been joining us, one of them being a smaller pond to fish in with regards to supply," he said.

"Some retailers are also nervous about what will happen to their supply in

the light of Tesco or Co-op ownership, alongside the collapse of Conviviality.

"Other feedback we are getting from retailers is they are worried about consolidation resulting in major investments going to wholesale rather than important areas such as retail."

The increase in store numbers comes as Select & Save has launched an additional high street fascia while refreshing its primary fascia, designed predominantly for retailers in suburban locations.

## Best-one grows by 125 stores in one month

Bestway has increased store numbers in its Best-one fascia by 125 over the past four months, following Palmer & Harvey's collapse and growing interest in chilled and own-label products.

The wholesaler also claims to have received queries from more than

1,000 retailers interested in joining the symbol group. Bestway was unable to provide details on total store numbers as RN went to print, but confirmed its annual sales have grown year-on-year by 19.6%.

Meeta Raja, of Best-one Raja Stores in Leicester, said: "I haven't gone to

another symbol group in the past three years because I find the prices offer the best value at both wholesale level and for our customers.

"They've definitely been investing a lot in chilled and own-label over the last year and this is reflected in my sales. I've seen an

annual increase of more than 10% across my chilled and frozen category."

Tony Holmes, Bestway Wholesale sales director, added: "Our investment in chilled, fresh and own label has helped. Retailers appreciate the support we have placed behind their stores."



# NEWS & MAGS

**Only three titles saw decreases** March snowfall causes fluctuations in figures, weekday sales less positive

## April Saturday sales increases for most national newspapers

by **Marcello Perricone**

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Most national newspapers achieved a month-on-month increase in sales on Saturdays in April for the first time since January, the latest circulation data has revealed.

Figures from the Audit Bureau of Circulations show eight out of 11 titles benefited from increased sales, with The Sun achieving the highest change, of 7.5%.

Only three publications suffered decreases, with The Times, the Financial Times and The Guardian down 1%, 1.9% and 2.7%.

The Sun's chief marketing officer Kate Bird attributed its increase to events and strong reporting.

"A combination of Grand National Coverage, our free Panini World Cup Sticker Album promotion and market-leading journalism means we saw growth across the board, and recorded the high-

est increase in Saturday circulation of any national newspaper."

The Mail, meanwhile, achieved Saturday and Sunday increases of 1.2% and 1.1%, which it attributed to low sales in March caused by the weather.

With sales decimated in some areas by the snowfall, not all issues were included in the ABC data read for March, which caused some fluctuation in the March and April figures.

Sales of weekday editions painted a less positive picture, with all titles posting losses. The Daily Star and the Daily Express were the most affected, with declines of 3.8% and 3%, while the Times and The Sun were down 0.3%.

Year-on-year weekday sales continued to decline, by 9.6%, but weekend falls slowed compared to March's figures. Saturday and Sunday editions fell by 7.4% and 7.5%, compared to last month's 8.7% and 8.3% losses.

## Mags need retailers' help

Retailers must promote print magazines, encourage customers to make reading them a habit and make shopping for them a better experience, an industry expert has said.

Speaking at an event in London last week, analyst David Hepworth detailed the decline in magazine sales since the year 2000, and called on retailers to help stem the trend.

"Magazines habits were ingrained, but have been eaten by the mobile. The challenge is to figure out how it fits in people's habits," he said.

Speaking about the role independent retailers can

play, Mr Hepworth said "buying a magazine is not as easy or comfortable as it used to be".

Owen Meredith, managing director at the PPA, added retailers should engage shoppers with strong displays and urged retailers to support its Press Pause sales campaign.

In response, Nainesh Shah, from Mayhews News in London, told RN he was considering adding an outdoor seating area to encourage customers to stay longer at his shop.

"We've got to put our thinking caps on and see how we can make it useful for the business," he said.

### April Monday to Friday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	519,020	-1.2%	-12.8%	£83.3	519,020
Daily Record	125,669	-1.2%	-12.7%	£20.2	125,669
Daily Star	383,494	-3.8%	-12.5%	£27.8	383,494
The Sun	1,274,885	-0.3%	-9.6%	£142.1	1,393,034
Daily Express	324,472	-3.0%	-10.5%	£43.2	324,472
Daily Mail	1,112,401	-0.7%	-7.1%	£161.3	1,112,401
Daily Telegraph	340,074	-1.4%	-10.8%	£131.6	340,074
Financial Times	28,617	-1.9%	-11.3%	£15.5	57,802
Guardian	116,700	-2.9%	-7.1%	£51.3	116,700
i	189,045	-0.8%	-9.9%	£25.0	248,501
Times	304,875	-0.3%	-5.2%	£104.9	395,853
<b>TOTAL</b>	<b>4,719,252</b>	<b>-1.2%</b>	<b>-9.6%</b>	<b>£806.2</b>	<b>5,017,020</b>

### April Saturday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Daily Mirror	689,820	4.9%	-11.8%	£170.5	689,820
Daily Record	153,358	3.5%	-13.1%	£34.7	153,358
Daily Star	376,255	2.9%	-11.3%	£45.5	376,255
The Sun	1,782,539	7.5%	-7.1%	£267.0	1,900,756
Daily Express	420,286	0.0%	-9.3%	£72.1	420,286
Daily Mail	1,867,958	1.2%	-6.1%	£392.3	1,867,958
Daily Telegraph	503,050	0.1%	-8.3%	£249.0	503,050
Financial Times	66,167	-1.9%	-3.6%	£52.3	95,352
Guardian	264,003	-2.7%	-6.3%	£168.4	264,003
i	210,268	0.4%	5.2%	£36.2	269,724
Times	465,629	-1.0%	-5.5%	£185.8	556,607
<b>TOTAL</b>	<b>6,799,333</b>	<b>2.8%</b>	<b>-7.4%</b>	<b>£1,673.8</b>	<b>7,097,169</b>

### April Sunday newspaper sales

	Core sales <sup>1</sup>	Monthly change	Yearly change	Estimated retail margin (000s) <sup>2</sup>	Total sales <sup>3</sup>
Sunday Mail	135,327	-1.2%	-15.4%	£51.2	135,327
Sunday Mirror	467,753	2.0%	-13.1%	£147.3	467,753
People	181,813	1.1%	-13.1%	£57.3	181,813
Daily Star Sun.	224,555	-4.2%	-10.4%	£44.7	224,555
The Sun	1,232,705	0.0%	-0.6%	£284.8	1,350,946
Sunday Express	294,302	-2.7%	-10.8%	£87.3	294,302
Sunday Post	117,756	-1.1%	-14.6%	£39.6	118,294
Mail on Sunday	1,030,632	1.1%	-8.3%	£389.6	1,030,632
Observer	169,889	-3.4%	-6.4%	£124.9	169,889
Sun. Telegraph	285,984	-0.5%	-8.5%	£130.1	285,984
Sunday Times	625,692	-0.9%	-6.2%	£354.8	710,212
<b>TOTAL</b>	<b>4,766,408</b>	<b>-0.3%</b>	<b>-7.5%</b>	<b>£1,711.35</b>	<b>4,969,707</b>

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

# PRODUCT TRENDS

## Vegetarian items a must-stock

Independents can capitalise on shoppers wanting to reduce the level of meat they eat by offering a wide range of meat-free frozen foods.

According to Quorn Foods, 47% of UK shoppers are now choosing to reduce the amount of meat they eat. The frozen meat-free category is worth £193m, growing 15% year-on-year.

Gary Routledge, national account manager at Quorn Foods, said: "Frozen meat-free products are attracting new consumers into the frozen category, so it's important retailers stock popular products such as nuggets, burgers and sausages."

Kristian Bennett, of Spar Portland in Nottingham, said he sells thousands of vegetarian burritos by Forest Foods every week.

"In the past year, our vegetarian range has grown 30% and has become a must-stock for us," he said.

## New drink for world food trend

Soft drinks supplier AG Barr has launched new Rubicon Street Drinks, tapping into the growing trend of world foods and flavours.

The drinks are available in four variants: Sharbat, Agua Fresca, Nimbu Pani and Bissap, with 330ml can formats exclusive to the independent channel.

Adrian Troy, marketing director at AG Barr, said as shoppers become more adventurous in their flavour choices, they are motivated by provenance of drinks.

He said: "Street food flavours have become popular in recent years, and Rubicon Street Drinks taps into the growing demand for interesting and different flavours from around the world."



## Stock challenger brands to reflect changing tastes

by **Priyanka Jethwa**

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

Retailers looking to build soft drinks sales post-sugar levy must offer a range of drinks by challenger brands, as consumers look for variety, healthy alternatives and new flavours.

Hugh Thomas, chief executive officer and co-founder of Ugly Drinks, said as consumer demand for drinks that provide "new experiences" is growing, retailers can capitalise by having a range that

reflects changing tastes, for example low-sugar drinks containing sugar substitutes and natural fruit juices.

"This can be achieved by brand blocking new, challenger brands alongside well-known brands. This way, consumers can make an informed choice," he said.

Steve Kearns, managing director at Cawston Press, said brands that focus on natural ingredients help increase margins by around 20%, as consumers are willing to spend more. A 330ml can of Cawston Press typi-

cally has an RRP of £1.09, compared to Coca-Cola Classic at 79p, according to Booker Wholesale prices.

"In the past year, Cawston Press' sparkling range, including Apple & Rhubarb and Elderflower Lemonade flavours, has grown in sales by 56%. Further to having a low-sugar content and being natural, sales can also be attributed to increased interest in new flavours," he said.

Additionally, Huib van Bockel, founder of natural energy drink brand Tenz-

ing, said challenger brands can also increase basket spend, as most variants have a premium price point.

Nishi Patel, of Londis Bexley Park in Dartford, said he sells non-mainstream brands, such as Bundaberg, which equate to around 20% of his soft drink sales.

"People are willing to pay more for natural ingredients, and once they buy it, it becomes a repeat purchase. Brands like these focus on having unique natural flavours, and this is a major selling point," he said.

## Small wines with meal deals boost sales

Incorporating smaller bottles of wine into 'meal for tonight' deals can help increase sales in the alcohol category, as more shoppers turn to 50cl and smaller formats, suppliers and retailers have told RN.

Alexandra Houghton, insights controller at Con-

cha y Toro, said the trend for smaller sizes has been influenced by shoppers opting to drink less during the week.

Ms Houghton said: "39% of consumers in the off-trade are now looking for smaller formats, with 58% of wine purchases being

bought with food."

Jai Singh, of MJ's Go Local Extra in Sheffield, said he offers a 'meal for tonight' deal that includes a curry and rice dish, with a 187ml wine in red, rosé and white varieties, costing £5.50, alongside a small-format prosecco.

"Sales pick up on weekdays when people tend not to drink as much, and the smaller formats of wine sell better as part of a meal deal, compared to alone, and on weekends. We try to change the wine selection once a month to keep interest going," he said.



# BRAND SNAPSHOT



## As good as gold

Del Monte's new Gold premium range features two products: Gold Pineapple Chunks in Juice and Gold Pineapple Slices in Juice.



## Sure to stay fresh

Unilever has extended its Sure portfolio with Sure Invisible Antibacterial Anti-Perspirant, available in male and female variants.



## Pop these on shelves

Walkers Poppables by PepsiCo are new light and airy potato snacks available to the convenience channel at the end of this month.



## Transatlantic treats

After its success in the US market, Pladis is launching Flipz, a chocolate-covered pretzel snack, here in the UK.



## The winning spirit

Loch Lomond Whiskies has announced a five-year deal to become official spirit of The Open and Women's British Open golf championships.



## If you like Piña Coladas...

Pernod Ricard's Malibu Piña Colada cans are targeted at 18- to 24-year-olds, and are available across the convenience and wholesale channel now.



## Lucozade Energy Orange

Lucozade Energy's best-selling flavour is the hero of a new £10m above-the-line campaign driving shoppers into stores this summer.



## Lucozade Energy Original

The Lucozade Energy range brings in more than £2,000<sup>1</sup> in sales to the average store each year, so should form the basis of your drinks selection in the chiller.



## Lucozade Zero

Attract shoppers looking for zero-sugar drinks and boost your sales by £500<sup>2</sup> with the Lucozade Zero range. Stock up now!

In association with

**Lucozade**  
ENERGY

<sup>1</sup> EXT IRI Symbols & Independents, GB, latest 52 week data ending 25.02.18 <sup>2</sup> IRI Worldpanel, 52 weeks to 25/02/2018, Convenience channel total £ value of Lucozade Zero divided by total number of stores selling

# WHAT'S NEW



## Seabrook Crisps

Seabrook Crisps' 'With a Twist' range are yellow pea crisps that are popped, not fried, and contain 80% less fat than normal crisps. They are available in Sundried Tomato & Basil and Barbecue flavours.

RRP £1.79

Contact [info@seabrookcrisps.com](mailto:info@seabrookcrisps.com)

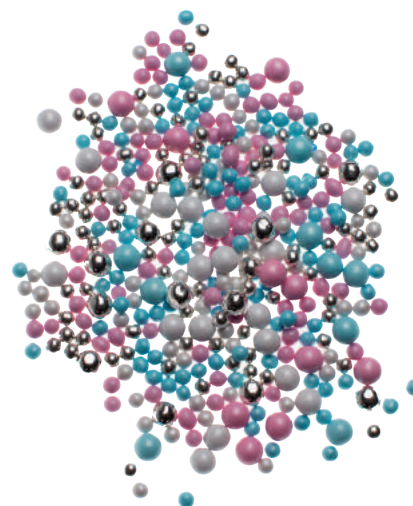


## Doctor Seaweed's organic oil

Doctor Seaweed's organic range is sustainable and harvested in the Scottish sea lochs. The range is rich in nutrients, and includes three seaweed-infused rapeseed oils that have an umami flavour.

RRP £9.99 (oils)

Contact [info@weedandwonderful.co.uk](mailto:info@weedandwonderful.co.uk)

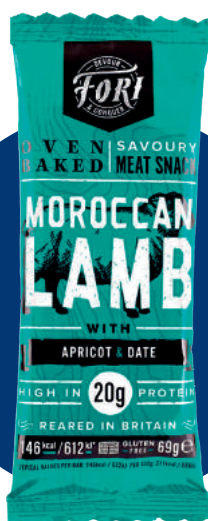


## Sprinkletti Unicorn Poop

Sprinkletti Unicorn Poop comes in a hanging bag and is available to retailers in boxes of 18. The sprinkles are sugar-encased milk chocolate balls and can be used for decoration on cakes.

RRP £3.95

Contact [louise@truly.uk.net](mailto:louise@truly.uk.net)



## Fori Moroccan Lamb snack

Fori's Moroccan Lamb snack has a tangy ginger taste and is made with grass-fed lamb. It can be merchandised near tills to provide an alternative to sweet cereal bars.

RRP £2.49

Contact [juliana@fori.co.uk](mailto:juliana@fori.co.uk)



## Oloves olives

Oloves are pitted olives that come in a single-serve pouch, containing 50 calories per bag. They are available in four flavours: Basil & Garlic, Chili & Garlic, Chili & Oregano and Lemon & Rosemary.

RRP 69p

Contact [info@oloves.com](mailto:info@oloves.com)



## Merrydown cider

Merrydown apple cider comes in a 750ml glass sharing bottle featuring a new design introduced across the whole range. It is available to retailers in six- and 12-bottle shrink-wrapped trays.

RRP £2.69

Contact [info@shs-sales.co.uk](mailto:info@shs-sales.co.uk)



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## Michuzi African sauce

Michuzi is an African sauce range made with ingredients such as Himalayan salt and demerara sugar. Each sauce has a thick consistency and can be used for dipping, marinating or cooking.

RRP £2.49 (250ml)

Contact info@michuzisaucers.com



## The Curators Beef Jerky

Inspired by bourbons, The Curators Beef Jerky is marinated in a barbecue sauce, with its prime cuts of beef marinated and cooked for a softer texture. It also contains 11g of protein.

RRP £2.49

Contact hello@thecuratorsjerky.com

**Focus**

## Confectionery

The key to creating an eye-catching confectionery and chocolate display lies in offering shoppers items that stand out and have a bold design



### Diablo sugar-free chocolate

As the brand's bestseller, Diablo's sugar-free chocolate taps into the growing sugar-free segment, containing 49% cocoa and cocoa butter, for shoppers looking for a healthier on-the-go snack option.

RRP £1.59

Contact info@diablosugarfree.com



### Candy Kittens sweets

Candy Kittens are premium, vegan sweets that are gluten-free and made from natural flavours, colours and fruit juices. As a gourmet item with a bold design, they can be ranged at the front of the store to stand out.

RRP £2

Contact store@candykittens.co.uk



### Monty Bojangles truffles

Monty Bojangles' Scofflets are bite-sized premium truffles dusted with bittersweet cocoa powder that come in a pouch for on-the-go purchases. They can also be given as gifts for birthdays or bought for picnics.

RRP £3.75

Contact sales@cotswold-fayre.co.uk

### Siva Thievanayagan

Nisa Local, Peterborough

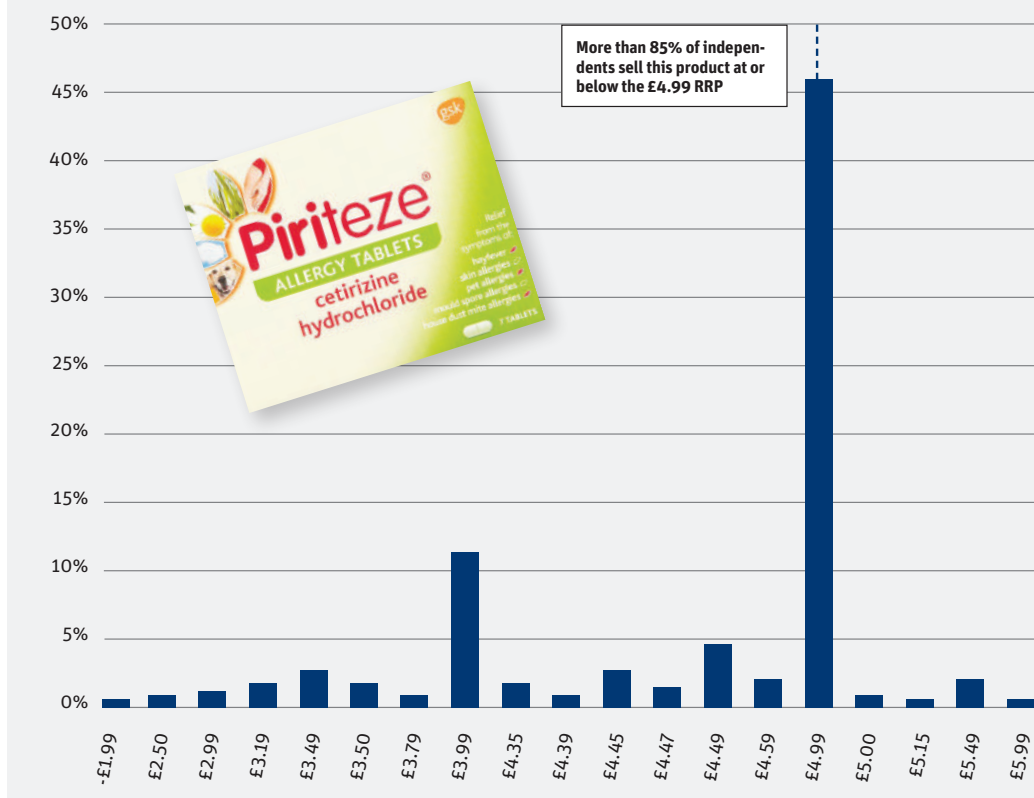
We stock a few premium chocolate brands, such as Blackmore, and they sell well, even though they have a slightly higher price than other mainstream brands.



# PRICEWATCH

## Profit checker OTC Medicine

### PIRITEZE ONE-A-DAY ALLERGY TABLETS 7-PACK Price distribution %



## Analysis

Whether it's flu in the winter or hay fever in the summer, medicine is a category which is popular in convenience stores all year round.

Charging at RRP or under on a pack of Piriteze was the overwhelming

trend in this week's Profit Checker graph, as more than 85% of retailers chose these options. The trend across the wider market was more balanced, however, as seven out of 12 retailers surveyed in the Price Checker table

favoured undercutting the RRP.

Meanwhile, the four retailers interviewed were split, citing customer knowledge of pricing and the need to make distress purchases as key factors in their pricing strategies.

## Price checker

### PRODUCT

**Calpol Sugar Free Suspension Liquid**  
100ml

**Happy Shopper Ibuprofen Tablets**  
16-pack

**Happy Shopper Paracetamol Tablets**  
16-pack

**Covonia Chesty Cough Mixture**  
150ml

**Nurofen Tablets**  
12-pack

**Calpol Six Plus Suspension Liquid**  
80ml

**Imodium Capsules**  
6-pack

**Nurofen Express Caplets**  
12-pack

**Galpharm Paracetamol Caplets**  
16-pack

**Happy Shopper Paracetamol Capsules**  
16-pack

**Piriteze One-A-Day Allergy Tablets**  
7-pack

**Rennie Peppermint Tablets**  
24-pack

## How we drive our profit

### Kashif Nadeem

**STORE** Premier Greenlaw  
**LOCATION** Berwickshire  
**SIZE** 1,100sq ft  
**TYPE** community

**TOP TIP**  
Never be short of medicines because there will always be demand all year round



**I always get** my medicines from Booker and add 20p to the RRP. They're seen as essential items when customers need to cure a common ailment, such as hay fever, and they won't mind spending a little extra as a result. Medicines are a little bit more expensive to buy from wholesale, so we do need to make the money back as well. Products like Piriteze are one of my bestsellers. It's worth rotating your stock during particular seasons as well because some illnesses are more frequent at certain months of the year.

### Ken Singh

**STORE** Mill Hill Stores  
**LOCATION** Pontefract  
**SIZE** 800sq ft  
**TYPE** housing estate

**TOP TIP**  
Stock medicines on the shop floor as customers like to read labels and examine the ingredients



**My shop is** based in a neighbourhood with families, which gives us a good customer base. Booker is the wholesale supplier of medicines for us. We charge at RRP on products such as Piriteze, giving us margins of 30%. We can't add a premium because customers have an expectation of the price of medicine. One of the factors which helps make medicines popular is they're often endorsed by medical professionals, and this helps increase sales because customers know they can trust them. This is particularly true of brands such as Calpol and Piriteze.



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 alex.yau@newtrade.co.uk  
 020 7689 3358  
 @AlexYau\_RN

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 GENERAL STORE IN SOUTH-WEST SEASIDE HOLIDAY AREA	RETAILER 2 SHOP IN COMMERCIAL AREA OF SUFFOLK TOWN	RETAILER 3 SHOP IN RESIDENTIAL AREA OF HAMPSHIRE SEASIDE TOWN	RETAILER 4 LARGE C-STORE IN NOTTINGHAM SUBURB	RETAILER 5 SHOP IN RESIDENTIAL ESTATE IN SOUTH WALES VILLAGE	RETAILER 6 LARGE HIGH STREET SHOP IN BRADFORD SUBURB
£4.00	£4.25	£4.29	£4.09	£3.99	£4.29	£3.79	£3.99
87p	82p	£1.09	–	99p	£1.10	85p	99p
79p	£1.15	89p	–	99p	90p	–	–
£3.88	£3.79	–	£3.79	£3.99	£3.99	£3.85	–
£2.68	£2.69	–	£2.69	£2.99	£2.79	£2.59	£2.49
£4.01	£4.25	£4.29	£4.09	£3.99	£4.33	–	£3.99
£3.76	£3.79	£3.95	£3.99	£3.99	£3.69	£3.29	£4.89
£3.61	£3.49	–	£3.40	£3.85	–	–	£3.89
76p	69p	89p	69p	–	–	69p	99p
£1.12	£1.15	£1.18	£1.15	99p	£1.25	£1.15	99p
£4.50	£4.99	–	–	–	–	£5.29	–
£2.40	£2.35	£2.99	–	–	–	£2.25	£2.89

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Mike Nicholls

Costcutter Dringhouses, York

Ainsty Ales  
(£2.49 a bottle)



#### Where did you discover it?

When I had my old shop, in 2014, the owner lived nearby and the company was just starting out. He asked if we could stock his products. I'm always looking to support local businesses because they offer a point of difference. My sister runs a teepee-hire company and they work with Ainsty Ales at events, so they're involved with the family quite a bit.

#### Who buys it?

Not just ale enthusiasts. Craft alcohol has increased in popularity over recent years and the customer base is growing to all different demographics as a result. The brand has established a name for itself over the past four years and locals know it well. The ale is just as popular as products from more well-known suppliers because of this.

#### Why is it so successful?

We sell at least 36 bottles every week. Each product is brewed in York and customers can trust where the products are coming from. I make an effort to promote local businesses and awareness of Ainsty Ales has increased as a result. There's also a variety of different flavours in the range, and the variation means there's a product for most types of customer.

## Paul Stone

**STORE** Spar Oxford Road  
**LOCATION** Manchester  
**SIZE** 2,000sq ft  
**TYPE** city centre

**TOP TIP**  
 Ensure medicines are visible because customers can often miss them when they're behind the till



**We normally price** our medicines at RRP, and I get a lot of demand for these products because the shop is on one of the busiest streets in Manchester city centre. I've charged RRP since I opened my first store in the 1990s. The majority of our customers are office workers and students. Medicines are particularly popular among the latter, especially at the start of the term. New students come in every year and are exposed to a lot of new people. This increases the likelihood of them getting ill and demand rises as a result.

## Harj Gill

**STORE** Select & Save The Windmill  
**LOCATION** Rubery, Birmingham  
**SIZE** 2,700sq ft  
**TYPE** neighbourhood

**TOP TIP**  
 Stock medicines on the shop floor as this gives customers time to examine the products



**We normally add** 20p on top of the RRP - this helps give us margins of between 35% and 45%. Medicines is a category which customers don't buy that often, so knowledge about pricing isn't as great as with groceries or chilled. Products like Calpol and Piriteze are some of our bestsellers products. We stick our medicine on the shop floor because it gives customers more time to look at the products. They get reluctant if medicine is behind the till because they are worried about holding other customers up in the queue.

# YOUR NEWS

## Daily Mail litter picks a success

The Daily Mail's Great Plastic Pick Up campaign, in which retailers encouraged shoppers to pick up plastic litter over a weekend earlier this month, saw around 20,000 people attend 1,104 community-led litter picks in the UK.

In three days, the campaign – which was organised with Keep Britain Tidy and promoted through the newspaper – saw two million plastic bottles collected for recycling. Enough litter was collected to fill 17,000 wheelie bins and 120,000 bags of plastic bottles, aluminium and waste was cleaned from the streets.

The Daily Mail's deputy editor, Ted Verity, said: "We were delighted to see people of all ages, from communities all across the country, come together behind this cause. It was a truly fantastic effort."

## GroceryAid crises campaign

Crises that hit retailers out of the blue have become an additional focus of a campaign by charity GroceryAid, as it raises awareness of mental health issues.

The charity's #notbuying-it campaign, launched last year, featured grocery items branded with situations that affect retailers, such as a milk carton marked 'Serious Illness'. Now, it has been added to with a "refreshed range", including a Mental Health Coffee Jar and Crisis Ice Cream Carton.

Steve Barnes, GroceryAid's chief executive, said: "Colleagues may feel they have nowhere to turn in these difficult situations, and we aim to raise awareness of our helpline and crisis support services available to them."



## Retailers went all-out to celebrate the Royal Wedding

The marriage of Prince Harry and Meghan Markle gave retailers up and down the country the perfect excuse to celebrate. Trudy Davies, from Woosnam & Davies in Llanidloes, decked out her shop in the red, white and blue of the US and Union Jack flags, while customers at Premier Eldred Drive Stores in Orpington got a shock when they were greeted by owner Anita Nye and colleagues in royal disguise. Beer, wine, barbecues and, of course, bunting were all big sellers on the day.

**Federation to meet with MSPs to plan the initiative** 'The public wants a scheme in some form'

## Give small shops chance to opt out of DRS, says NFRN

by Chris Parr

RNreporter@newtrade.co.uk

Smaller retailers in Scotland should be exempt from a bottle deposit return scheme (DRS), the NFRN has said ahead of a meeting with ministers and the body developing the plans.

The federation will meet this week with MSPs and representatives from Zero Waste Scotland, the government-funded body tasked with implementing DRS, as part of a series of discussions to shape the

scheme.

Attending is Mo Razaq, former NFRN Scottish district president and owner of a Family Shopper in Blantyre. He echoed the NFRN position that retailers with "very small shops or kiosks should be able to opt out if taking part in the scheme is not practical".

"They should feel that they can get involved if they want, but it should be voluntary," he said.

However, David Woodrow, a member of the NFRN's Scottish Execu-

tive, warned that while an initial exemption from the deposit return scheme for smaller retailers would be welcome, shops that did not participate would risk losing customers.

Mr Woodrow said: "The public wants a DRS in some shape or form. Society wants it. If independent retailers were exempt, and decided not to bother, they may drive more people to the supermarkets."

He also said that because independent

retailers in rural areas were often the only nearby shop, it was important they took part to ensure all communities could participate in the scheme.

A spokeswoman for Zero Waste Scotland said it was still too early to know when the DRS would be introduced, but that a public consultation would be taking place "in the coming months".

The UK government has also announced that it is to consult on a deposit return scheme for England later this year.

## ATM fault lost retailer £15,000 in turnover

An NFRN retailer who lost £15,000 in turnover after a fault left his shop without a cash machine for eight weeks says he has not heard from his ATM provider regarding compensation.

Ralph Childs, from Childs' Newsagent in Great Yarmouth and the federation's Eastern

Counties district, said that while his ATM was out of use between mid-March and mid-May, footfall fell and customers were left upset, resulting in the loss of around £15,000 in turnover and £2,250 profit.

The time delay occurred because ATM provider Cashzone and BT were in dispute over who was

responsible for the fault. Cashzone has since replaced the machine.

"We are now in the process of trying to get lost customers using the machine again," Mr Childs told RN. "Cashzone told me they would be looking at compensation, but I have not heard any details on that yet."

A spokesperson for Cashzone said: "We apologise for any inconvenience Mr Childs has experienced as a result of our machine's malfunction. I can confirm that we are in regular contact with Mr Childs, but unfortunately we are not able to comment on the specific issues related to this matter."



# BRAND FOCUS

## Brancott Estate

Independent retailers could make an extra £5.5m in sales every year by stocking Brancott Estate wine, yet 85% of stores are missing out. Here is the essential advice you need to take advantage of the opportunity this brand offers



### WHY STOCK BRANCOTT ESTATE?

Wines from New Zealand are growing by 12.2% and still command the category's highest average price at £7.20, and Brancott Estate is the second-biggest in the market.

A number of Brancott Estate lines are outperforming the category, including its Terroir Series, which is growing at 240% and, within its core range, Sauvignon Blanc is growing at 10.4%.

New Zealand wines are the fastest-growing origin of wine and are more profitable than average for retailers, delivering an extra £2.19 per transaction.

Brancott Estate's target consumers are men and women aged 35-50. Consumer research by the brand uncovered that its customers have a higher than average income, are family-orientated and have a good knowledge of wine.

### RETAILER VIEWPOINT

#### Paul Cheema

Malcolm's Stores  
(Nisa Local),  
Coventry



Brancott Estate fits in very well with our range. It is one of our premium brands, and it helps us trade our shoppers up. We have stocked Sauvignon Blanc and Merlot for years, and they have provided consistent sales.

We stock Merlot on shelf at eye-level, and Sauvignon Blanc is merchandised in the chiller. We run promotions whenever Nisa has them and it drives sales. We sell Brancott Estate for £9 to £11. Our customers for this wine are affluent middle-class, which most of our customers are.

### THREE WAYS TO DISPLAY

**Double up** Make sure popular brands are noticeable by double-facing top lines. You should make sure your top lines are merchandised at eye-level.

**True colours** Merchandise wine by colour and then by sparkling. Use cards to draw your shoppers' attention to the New Zealand wine region.

**Unmissable displays** Use off-shelf fixtures to promote offers. It is even more effective to promote this around events like barbecues or nights in.



### TOP THREE

- 1) Sauvignon Blanc classic range
- 2) Merlot classic range
- 3) Pinot Grigio classic range



#### Sauvignon Blanc

A sweet, fruity and crisp wine. Best paired with prawns, salmon, white fish and salads.



#### Merlot

Dark berry and cocoa flavours. Pairs well with rich pasta or red meat dishes such as seared eye fillet and roast lamb.



#### Pinot Grigio

Peaches, apricots and sweet tropical fruit flavours. Pairs well with white meat, pasta and seafood.



# YOUR VIEWS

## YOUR LETTERS

### ■ This shows how much contempt News UK has for us

I've recently had an issue with News UK, where they rejected an appeal to compensate me £50 after their lack of professionalism and poor service left me 60 copies short of The Sun on 7 April, even though I reported this to them before 6am.

First, I was told the person who delivered copies was my regular driver, but it was not. Then, News UK told me they had delivered the copies. However, without CCTV footage to back up my claim, no credit would be issued. Where does it say that in my terms and conditions?

I was then told the driver had arrived at my shop at 5.15am and had finished all his deliveries by 5.30am, which is impossible considering the amount of deliveries he does after mine.

I ended up going to local retailers, buying papers and delivering them on second deliveries – something that isn't cost-effective. I then had to send copies of the receipts to News UK to prove what I had done, so they would begrudgingly give



### Where does it say that in my terms and conditions?

**Guy Pollington**

me credit for the cost of the missing papers. Throughout all of this, News UK failed to contact me, despite repeated requests.

I am completely exasperated with this whole situation and feel compensation of £50 is the least they can do. There has been no apology, no conversations with management, no copy of the Press Distribution Charter guidelines as promised, and absolutely no compensation. I feel the need to highlight this with other RN readers to show the contempt News UK has for us newsagents.

**Guy Pollington**

Pollington's Newsagents  
Surrey

**A News UK spokesperson said:** "We have spoken with Mr Pollington and are pleased to say this issue is resolved and we have provided him with all the requested information. The delivery was made in full and on time but appears to have gone missing after delivery. We would like to remind all retailers of the benefits of having a secure delivery location."

### ■ Talk to the police as they can help

Our store has once again been the target of theft this week, and it seems our area is being blighted more and more by people who are out to steal from local businesses. It

is mostly 'petty theft' of small items, but a few of these 'small items' every day adds up to a considerable amount over a week, month and year – something needs to be done.

The good thing is that Bournemouth East Police are open to dialogue from local businesses and members of the public, and they are engaging in conversation with us through social media. I encourage all retailers to share their opinions and suggestions, and tell the police what needs addressing. This is our opportunity to help change the situation and try to stop crime from taking place.

**Adam Phillips**

Boscombe East Post Office & Phillips News,  
Bournemouth

### Inspector Cheyne Marley, Dorset Police, said:

"Retailers in Dorset are subject to organised crime that targets them in hours of most vulnerability. Mr Phillips is one such retailer, and through his engagement with us, he has highlighted a problem that is all too common. Retailers are victims and Dorset Police are actively targeting locations in a manner which will disrupt the criminal community. In addition, we have in place a formal structure of engagement with businesses across the county. We are the first in the UK to do this and it will no doubt help us to help victims of crime from all communities."

## YOUR SAY What should the CMA investigate in its analysis of the Sainsbury's-Asda deal?



### Mo Razaq

Family Shopper, Blantyre, Glasgow  
The one thing the Competition and Markets Authority (CMA) should make a priority, especially after the Co-op Nisa takeover, is pricing. Sainsbury's-Asda will have more purchasing power and they're already pledging to reduce prices by up to 20%. This will give them an unfair advantage and smaller retailers will be hit badly because it will be difficult for them to compete.

### Colin Reed

Hodgson New, Carlisle  
The CMA needs to investigate what effect Sainsbury's takeover of Asda is going to have on prices across the market – from wholesale prices for independents to other large multiples such as Morrisons. It's the worry

that everything will be the same and there will be no competition left in the sector. We have a few Sainsbury's and Asda stores near us, and if the CMA clears the deal, there'll be a monopoly.

### Ralph Patel

The Look In, Woodmansterne, Surrey  
The CMA worries about consumers' interest, but not so much about ours, and I think that is a very frightening situation. I think it will be very detrimental to the independent retail trade. When all big companies become monopolies, it will gradually stop all the independents and our high streets will suffer. It may not happen immediately, but I am confident that independent business will disappear and that will be very detrimental to consumers.

## RN READER POLL



## Have you rationalised your range one year on from EUTPD II?

### NEXT WEEK'S QUESTION

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



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



## WHY WON'T TFL MOVE OUR OYSTER CARD MACHINE?

**Transport for London are refusing to move our Oyster Card machine to our temporary premises across the road, while our store gets renovated and cleared of asbestos.**

I typically get 200 customers per week spending £5 to £10 on the machine, and with it being the only machine in the area, it's an important service to our community. But when I contacted TFL asking if they could move it temporarily across the road, all they said was 'no', refusing to provide a clear explanation as to why they can't - instead, they spoke to me as if I were a child.

For us, it's not about making money, the machine is purely a useful service for TFL's

customers. I would like to know why TFL are refusing to help, especially since these are ultimately their paying customers.

**Nainesh Shah**  
Mayhew News, Belgravia, London

**A spokesperson for Transport For London (TFL)**

**said:** "As part of our measures to prevent potential fraud, when a shop with an Oyster Ticket Stop is closed

due to refurbishment, the account is also temporarily closed during this period. TFL understands that the premises will be closed for around a month, and the Pass Agent Agreement we have in place with the current location means that should anything happen while they move the terminal to another location, TFL wouldn't be covered. Should the premises be closed for an extended period of time, we are always happy to work with retailers, providing they can confirm ownership of the temporary location."

**100 YEARS AGO**

**25 May 1918**

A controversy begins due to the introduction of newspaper delivery charges, with one member of the public claiming it would make retailers so rich, prime minister Bonar Law would go "after the vendors for supertax".

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



It was the annual Canal Festival at Norbury Wharf between 5 and 7 May, and it all went off very well. The weather couldn't have been better - it was wall-to-wall sunshine from dawn until dusk on all three days - so needless to say, it was extremely well attended by boating enthusiasts of all ages.

There were all sorts of boats: one selling fudge, one selling cheese and there were various other trades on show. The Wharf tea room and shop were so busy that by the end of the second day, they had sold out of all ice cream, bottled water and all other non-alcoholic drinks, so an emergency order was hastily sent for overnight delivery, ready for the final day.

I had a very nice phone conversation with a young man called Dave Harris who works for the Sun and Times newspapers. He said he was gathering

information from people like me to see how well newspapers are selling. He asked if I had any thoughts on how publishers could promote them and generate more sales.

My answer was simple: just take all newspapers off the internet. Then, if people wanted to read what was in them they would have to buy them from a newsagent.

There is one house that I deliver to at Oulton that is three storeys high and has a Wisteria plant that runs from the bottom of the house right up to the top windows. It is in full bloom and is the most magnificent sight. Of course, there will be an awful mess when it starts to shed its petals, when the blooms go to seed. But, until then, I will just enjoy the beautiful picture as I go up the path each day and thank Mother Nature for providing us with such wonders. She's a clever girl!

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



Harry & Glorious, Kisstory... The Sunday Royal Wedding Souvenir newspapers are here and are sure to be top sellers!

**Chard Newsagent**  
[@Chard\\_News](https://twitter.com/Chard_News)



Pleased to announce that this Sunday 20th May @jackiesnews of Tenterden will start to deliver newspapers and magazines to the residents of @WinchelseaNews and Winchelsea Beach. If you would like your newspaper delivered telephone 01580 763183 or email [mail@jackiesnews.co.uk](mailto:mail@jackiesnews.co.uk)

**Jackie's News**  
[@jackiesnews](https://twitter.com/jackiesnews)

Another fantastic franchise opens today in the beautiful city of Wells Somerset! Sri, James Heappey MP, John & Gail North Mayor & Mayoress who btw retire today cut the ribbon. Customers very happy with the shop. Great turnout from the community to support.

**John Miller**  
[@JohnAtOneStop](https://twitter.com/JohnAtOneStop)

Over at Salford store this morning. Quality coffee.

**Ancoats GeneralStore**  
[@AncoatsGS](https://twitter.com/AncoatsGS)

#HarryAndMeghan have arrived in Mount Nod! Great to see the local community and businesses come together and have some fun at our #RoyalWedding afternoon tea event. @serene\_lounge @1StopFranchise @live\_coventry

**One Stop Mount Nod**  
[@OneStopMountNod](https://twitter.com/OneStopMountNod)



# ACADEMY IN ACTION



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@IAAcademy  
for ideas and  
inspiration

## In-store Display

In part 10 of a 12-week development programme, the IAA – and category partner Mondelez International – help retailers Helen and Peter Rogers improve their displays



**Name** Helen and Peter Rogers  
**Shop** Lifestyle Express Midway  
**Location** Ledbury, Herefordshire  
**Size** 1,500sq ft  
**Staff** 1 full-time, 4 part-time

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



In the summer of 2016, Helen and Peter Rogers added a rural convenience store to their butchers and farm shop in an upmarket shopping village three minutes' drive away. A better understanding of in-store display will help them increase impulse purchases and encourage existing shoppers to buy more.

Before benchmarking your shop, find out how Susan Nash, of category partner Mondelez International, helped Helen and Peter look at their business like customers by answering the questions opposite.

Setting up the c-store from scratch, they relied on advice from their wholesaler and suppliers who visited. Sales are growing strongly, but both she and Peter are confident more is possible. They have complemented their core convenience range with quality meats and other artisanal products, plus hot food and coffee. Can the IAA help them entice shoppers to buy more of these items?

### Want to see more?

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



### WHY I TAKE PART

We are keen to work with suppliers to promote the shop and to grow our sales. Academy in Action means we get to meet Susan and Mondelez, who we have not met before, and we are interested to hear what she says. We have made some good changes to the shop already and we are willing to do more to increase sales.



## IAA ADVICE

### Helen and Peter's challenge: Using theatre in displays to grab customers' attention

There is a lot of choice packed into Helen and Peter's busy shop, and they are confident regular buyers know where the local products are. But how can they inspire shoppers to increase their basket spend?



**Susan says:** "There are some great local products in Helen and Peter's shop, including locally roasted Method coffee, teacakes by the till, chutneys and great meat from the area. Better signage and inspirational displays will catch shoppers' eyes and add to the upward sales trend. Some thought also needs to be given to ensure good sellers are placed in high-traffic areas."

**Action** Create impact by promoting the brand names of locally-sourced products, like meat from a nearby butcher, on signs around the shop.

### Helen and Peter's challenge: Maximising results from in-store opportunities

A countertop hot snacks heater catches the eye when customers first enter the shop. But a huge freezer, card spinner and vaping unit undermine the 'eat now' theatre. Can they better organise this area to boost sales?



**Susan says:** "Drive on-the-go sales by making it easy to buy a snack and drink. The coffee machine is next to the hot snacks, but nothing suggests buying both. Helen and Peter plan to invest in a new coffee machine and ice cream freezer, and can boost results by moving food to go nearer the entrance. But immediately they can download posters from the Mondelez website to promote buying a coffee and a snack."

**Action** Put up posters to promote buying a quick meal, and create excitement by trialling better adjacencies.

### Helen and Peter's challenge: Getting more out of working with suppliers to maximise impact

Since opening in the summer of 2016, Helen and Peter have trusted their wholesaler and reps for advice and support on how to make an impact. But how can they tell what will work and what might not to make the best decisions?



**Susan says:** "There is great support available from suppliers to ensure independents understand shopper missions and have point-of-sale for occasions and new products. However, retailers must ensure they understand what the thinking behind supplier activity is to ensure it fits in with their offer. Discipline is good, but always check you are getting a return."

**Action** Get more details from reps and suppliers to ensure you get the maximum benefit from any new displays.

## PARTNER ADVICE

Great displays inspire shoppers to buy things on impulse and make it easy for them to find what they came to buy. There is a lot right about Helen and Peter's shop. They plan ahead. Better displays promoting top sellers will help keep sales motoring.

**Susan Nash**  
Trade Communications Manager  
Mondelēz International



## 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



#### Arranging products in impactful point of purchase displays

- ☐ Do you have impulse displays at the ends of aisles or by your tills that change each month?
- ☐ Is the signage around your promotions simple to read and attention-grabbing?
- ☐ Do you rotate promotions around the shop after two weeks and change them after four?

#### Using theatre in displays to grab customers' attention

- ☐ Do you have inspirational displays in high-traffic areas?
- ☐ Do you use sensory triggers like aromas, special lighting or sound?
- ☐ Do you highlight specialist products e.g. "Try me, I'm new!" or "Sourced locally"?

#### Planning in-store opportunities to maximise results

- ☐ Do you create excitement by running trials, tastings or product giveaways?
- ☐ Do you have a record of the events (e.g. World Cup) which are important to your shoppers that you plan to support?
- ☐ Do you have a budget to support planning and creating in-store theatre?

#### Working with suppliers to maximise impact

- ☐ Do you coordinate your displays with supplier promotions/activity?
- ☐ Do you find out what works and doesn't work from suppliers?
- ☐ Do you ask suppliers about products so you can give shoppers extra information?

#### Recording what works and using it to improve

- ☐ Do you set targets for your displays?
- ☐ Do you keep a record of results and what has worked?
- ☐ Do you use the results to decide what to do with future displays?

### 3 Pick one thing to improve

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



## CREATE YOUR OWN SHOP REPORT

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

Next week: Shop Layout

# COLUMNIST



**Neville Rhodes**

## The grocery power game

**As c-stores begin receiving supplies from wholesalers linked to major competitors, who will suffer or benefit?**



**F**rom this month, more than 10,000 independent c-store retailers will receive their main supplies from a wholesaler owned by or closely linked to a major competitor.

Members of the Premier, Londis, Budgens and Family Shopper symbol groups are set to be supplied by Tesco through Booker, Nisa's wholesale arm and its corporate identity are now owned by Co-op, while Costcutter retailers will also have close ties to Co-op through the symbol group's distribution deal with Nisa.

This situation was unthinkable two or three years ago, and I believe it has been brought about by fear.

Even the biggest grocery retailers, with annual sales worth tens of billions, are threatened not only by the growing market shares and rapid expansion of the discounters, but also by Amazon's disruptive entry into their market.

However, whether extending their

reach into the independent sector – whose share of the grocery market is less than 2% – will help them fight off either the discounters or Amazon is debatable, to say the least.

Even so, Tesco's and Co-op's moves into wholesaling have generally been seen as beneficial for independents, paving the way for better delivery services, improved product ranges and the possibility of lower cost prices.

Some benefits have been promised and when it suits the parent companies, Tesco and Co-op, I've no doubt that some will be delivered.

But the multiples' moves into wholesaling also have some serious downsides for independent retailers.

The most significant of these is that the mutual interests of thousands of independent retailers and their independent wholesalers have been weakened. It still exists as before for customers of Bestway, Parfett's, Blakemore, Filshill, Dhamecha, Hyperama and other scores



**They have always had to compete with Tesco and Co-op, but now they are being supplied by companies whose shops they are competing against**

of smaller independent wholesalers, but for retailers supplied by Booker and Co-op there is a new situation.

They have always had to compete with Tesco and Co-op, but now they are being supplied by companies whose shops they are competing against.

Does it matter? It may not yet, but sooner or later it will.

When the Tesco-Booker merger was first announced, I wrote here that I could not understand why Tesco would want to make it easier for independent retailers to compete with its own shops.

I still can't, and those same doubts now arise over Co-op's relationship with Nisa retailers.

A test will come shortly when Co-op makes hundreds of its own-label lines available to Nisa retailers. How competitive will they be? Who wants to sell products with a competitor's name all over them at a higher price – or lower margin – than their competitor's?

A similar situation will arise when, according to reports, a range of Tesco's fresh and chilled foods will become available to independents through Booker, probably rebadged with the latter's Discover the Choice brand. Will they offer sufficient margin for Booker's customers to sell them at the same price as a nearby branch of Tesco Express?

As the grocery sector power game plays out and pressure on margins intensifies, who'll suffer the biggest cuts when the crunch comes? Will it be Tesco's own stores or Booker's customers? Co-op or Nisa retailers? Watch out.

*Neville Rhodes is a freelance journalist and former retailer*

### \* No excuse for late papers

**+** As he says himself, John Howard, Trinity Mirror's circulation director for its national titles, has been around a long time and probably got plenty of bruises to prove it. He knows as well as any retailer does the importance of getting papers into shops on time, and not for the first time, he has agreed with the NFRN on measures that should help to achieve this. I hope he is also keeping an eye on his wholesalers, because lateness is not always a publisher's fault. RN often carries reports of very late deliveries (I have experienced it as a customer over the past couple of weeks), and excuses about drivers failing to turn up for work or not being familiar with the route are pathetic, given the amount of carriage charges retailers are paying. Don't the wholesalers have spare deliverers who know all the routes? Many HND operators do.



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# FOOD TO GO

## Make your store summer savvy

From friends picnicking to children buying ice lollies, summer provides food to go opportunities unavailable elsewhere in the year. Eight retailers tell **Alex Yau** how they make the most of the category during summer

### MY SUMMER STRATEGY: SITE COFFEE AND PASTRIES AT THE ENTRANCE

#### Jeet Bansi

Londis Meon Vale  
Stratford-upon-Avon



There's a park across the road alongside a nearby pub and leisure centre. We're also right in the middle of a housing estate. The coffee, beer and pastries are placed by the entrance to attract the attention of customers who come in. They range from those after a post-gym snack or someone who's having a picnic in the park. It is about encouraging impulse purchases, especially when customers are outside more. We also have the advantage of being one of two convenience stores in the area.

### MY SUMMER STRATEGY: STREET MARKET STALLS

#### Mital Morar

Ancoats General Store,  
Manchester



We differentiate our food to go offering by having street food stalls on a Thursday where local suppliers sell products such as barbecue chicken and ice cream. These products are very popular because they normally sell out in one day. We're in one of the trendier parts of Manchester city centre and our regular market of millennials want products which stand out from the standard goods they can get at a regular convenience store or supermarket. Raising awareness on social media also helps a lot.

### MY SUMMER STRATEGY: SELF-SERVE SLUSH MACHINE

#### Ramsey Hasaballa

Premier Speke Town  
Lane Convenience,  
Liverpool



I have a Snow Shock slush machine embedded into my 12-metre confectionery bay. This is really popular during the hotter months because we're in a residential area and there are a couple of primary schools nearby. Sales can often treble at this time of year. Our strategy is to keep the slush machine at the eye-level of the children. This makes it more noticeable and easier for them to get a slush. Sometimes the children might come in just to get sweets, but they may add a slush to their spend because the machine grabs their attention.



Many retailers increase summertime profits with slush machines





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Bassetts**

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on-pack promotion

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# FOOD TO GO

## MY SUMMER STRATEGY: BARISTA-STYLE COFFEE

### Ferhan Ashiq

Levenhall Village Store,  
Musselburgh



The big day is the Edinburgh Marathon at the end of May, where we get lots of footfall from spectators. I have a coffee bar, and I'm lucky there are no competing coffee shops nearby to draw away customers. The customers associate the coffee with quality because our espresso coffee machine is like those in a Starbucks, and we hand-make drinks from frappuccinos to lattes. One of my staff members used to be a barista, so she has the expert knowledge. Last year, our coffee sales grew by 150% to £350 worth of sales on the day of the marathon.

**Our strategy with food to go products is to place them near the till to encourage impulse purchases**

## MY SUMMER STRATEGY: PRE-PACKED SNACKS

### Ben Simons

Londis Lechlade,  
Gloucestershire



We get passing trade from tourists spending a weekend here or visiting the boat festival, which takes place every May. I make customers aware of the barbecue snacks, such as sausages and chicken wings, and cheese branded under Booker's Discover the Choice own-label in our chilled section by placing them near the entrance and having clear signposting. I also have my own deli where I make pre-packed sandwich meats. A lot of the customers won't want to spend ages preparing food on holiday and usually go for these options because of their convenience.

## MY SUMMER STRATEGY: ICE CREAM PARLOUR

### Anish Panchmatia

Spar Wyld Green,  
Sutton Coldfield



I offer prepacked ice creams from well-known brands, such as Wall's, but it's my ice cream parlour which really drives sales during the summer. It offers a point of difference. We rotate products from local suppliers, such as Kelly's and Gelato Gold, every week to prevent the product range getting stale and to maintain interest from customers. This niche often helps increase ice cream sales from £400 per week to £600 per week in the summer.



A great coffee machine can showcase the quality of your offer



Regular rotation helps keep a range fresh

# PLAIN WATER MADE FUN







Helping customers pick up items for any last-minute barbecues will stop them needing to go to a supermarket

### MY SUMMER STRATEGY: BUILD RELATIONSHIPS WITH LOCAL B&BS

#### Vince Malone

Premier Tenby Stores and Post Office, Pembrokeshire



Summer is big for me because we're in a seaside area and we get a lot of tourism. Turnover normally doubles during this period. We focus on pasties and drinks sourced from local suppliers to set us apart from nearby multiples and convenience stores, but we also find word of mouth helps and we build a relationship with local hostels and bed and breakfasts as a result. They tell their tenants about what products we offer and they're more likely to visit the store as a result.

### MY SUMMER STRATEGY: SELF-SERVE ORANGE JUICE MACHINE

#### Tony Cristofaro

Spar Landmark Place, Cardiff



The store is based right in the middle of the city centre and we get a lot of footfall from busy office workers, students and tourists. Our self-serve orange juice machine does really well and our strategy with products such as food to go is to place them near the till to encourage those impulse purchases. Customers see it straight away and are tempted to buy something because of the convenience of the product being there in front of them. Impulse is really important because our customers are on busy schedules.

### HOW SUPPLIERS ARE HELPING RETAILERS BUILD ON FOOD TO GO FOOTFALL



#### Maynards Bassetts:

on-pack promotions To tempt customers into adding sugar confectionery to their basket spend, Mondelez is offering the chance to win one of more than 1,000 prizes with every pack of Maynards Bassetts Wine Gums.

#### Yazoo:

flavoured milk alternatives

Yazoo has launched a limited edition Choc Mint flavour of its milk drink range into retail. The product is available in a £1 pricemarked bottle to tempt customers into making impulse purchases.



#### Irn-Bru:

soft drink reformulation Soft drinks are a staple part of any meal deal. AG Barr has reformulated its Irn-Bru range in line with the sugar tax to prevent retailers losing customers with increased prices.



#### Yorkie:

entertainment prizes

Nestlé is giving customers the chance to win a Now TV pass every time they purchase a KitKat, Yorkie, Toffee Crisp, Aero or Fruit Pastilles. ●



a cool way to drive bottled water sales  
#waterwins





# WINE

## It's time to trade up

Customers are spending more on wine in convenience, so it's the perfect time to focus on your range. With a little help from the experts, **Priyanka Jethwa** provides you with a perfect category guide

**T**his year, wine industry experts have noted more consumers trading up in the wine category, as shoppers opt to drink less, but better-quality brands. This has resulted in a 23.7% year-on-year rise in sales within the £7 to £9.99 price band. These statistics reflect a rising demand for premium varieties, especially those from popular, well-known brands.

Toni Ingram, head of marketing at Pernod Ricard, says this is a trend retailers need to cash in on. "In order to reach the broadest demographic of shoppers, and

to drive value into the category, retailers need to include premium wines in their range." To fully capitalise, Andrew Nunney, category, shopper and insights director at Accolade Wines, says retailers should offer a range of premium wines from popular brands, adding: "Hardys VR and Hardys Crest, for example, should be directly above each other to encourage shoppers who are looking to trade up but aren't confident in what to choose."

So, to make sure you have the best range in a category where spending is on the rise, we put together five strategies that will help you increase profit.

### Good, better, best

Premium wines are growing in popularity as shoppers are choosing to trade up, so it is important that retailers get their merchandising right, and offer customers a wide selection of wines from across the price spectrum. This can be achieved by following the good, better and best model. Toni Ingram, head of marketing at Pernod Ricard, says: "Rather than stocking five similar wines at the lower end of the value spectrum, it is far more effective to have three that offer different propositions." This way, shoppers have the option to trade up should they wish. Additionally, merchandising by price first, and then brand, is most effective, as it makes the fixture easier to shop, especially for those who have a budget in mind.

### Cross-category promotions

Retailers can take advantage of cross-category promotions, including Big Night In deals and 'meal for tonight', by including wine as part of dedicated displays. Andrew Nunney, category, shopper and insights director at Accolade Wines, says: "For instance, Hardys 500ml bottles are an ideal accompaniment for an evening meal, or siting Echo Falls Chardonnay or Merlot near chocolate can help drive higher cross-category spend." Wine to give as gifts for birthdays and anniversaries remains popular, so Natasha Erlandson, brand manager at Casillero del Diablo, says shoppers are more likely to be looking for something special that is more expensive. "Casillero del Diablo's Reserva Especial is targeted at existing wine shoppers who are looking for a more special offering or to purchase as a gift," she says.

As customers learn more about the category, they're becoming more inclined to trade up





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# WINE

## Big brands

Retailers can make the most of the fact that shoppers are much more clued up on brand hierarchy within the wine category compared to other sectors, and will therefore be actively searching for big and popular brands when browsing alcohol sections, according to Toni Ingram, at Pernod Ricard. "We encourage premium and popular branded wines being over-represented and highly visible in store all year round. Consider cross-category promotions to capitalise on these informal gifting moments and amplify further at key seasonal spikes," he says. Plus, as shoppers on average spend seven minutes in-store, Andrew Nunney, category, shopper and insights director at Accolade Wines, says it helps to offer different tiers of the same brand as this can persuade shoppers to spend more.

## Low-ABV and zero-alcohol

Stocking a range of 0% wine can help increase sales, especially since approximately 20% of UK adults are now teetotal. This has led to a 3% growth in the zero-alcohol category, which is now worth £37.7m in the UK. Andrew Turner, wine director at Eisberg brand-owner Halewood Wines & Spirits, says: "Eisberg Alcohol Free Wine has a 60% market share of the alcohol-free wine category, so stocking it can help tap into demand." Andrew Nunney, category, shopper and insights director at Accolade Wines, says: "It's important not to just have one 0% wine, but a selection. Retailers should offer wine on tap, smaller formats and lower-ABVs. Echo Falls Sparkling Infusion is also a popular non-alcoholic option – this will encourage those who were not planning on drinking to purchase an alternative."



Major brands offering something different helps cater to consumers' appetite for experimentation

## Heritage brands

Independent retailers can maintain a point of difference by offering heritage wine brands that are local to their area or offer a backstory. Rebecca Fisher, marketing and events manager at specialist wine supplier Hattingley Valley Wines, says this gives shoppers a reason to buy from their local shop, and helps retailers differentiate themselves from multiples. "It also allows retailers to become 'experts' in wines from their local area, which is seen by shoppers as an added bonus," she says. Andy Morgan, director at The Sparkling Wine Co, says stocking English sparkling wine is a good way to attract shoppers who want premium wines that have English heritage. Ben Smith, head of communications at Concha y Toro, says its new 1000 Stories bourbon barrel-aged Zinfandel is designed to attract those looking for heritage wines, but are new to the category, adding: "This wine appeals not only to regular wine drinkers looking for a 'handmade' wine, but also to people interested in spirits."



**Customers are also looking at you to guide them toward something more expensive**

### Kay Patel

Best-one Global  
Food & Wine,  
London



The trend for premium wine has been going strong for quite a while. However, symbol groups do not always offer the best selection of premium varieties, instead concentrating on brands such as Blossom Hill, which can make it hard for us to cater for. I have quite a few customers who come in asking for fine wines, and recently had someone come and ask for a premium rosé. Typically, these are 20-to-30-year-old commuters, and they're looking for premium wines that cost £10 and over. One of our most popular lines is Louis Jadot, which is £14.99, and Penfolds Shiraz, costing £23.99. This trend has trickled down from posh pub culture, where shoppers are used to paying slightly more for a better wine. They are also looking at you to guide them toward something more expensive, such as varieties you might find at Majestic Wine. If we had wines like those at Majestic available to us through Best-one, I know they would sell. ●



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## THIS WEEK IN MAGAZINES



### Magazine of the week

## TEE UP FOR CHAMPIONSHIP WITH BUMPER GOLF MAG

**This month's issue of Bauer Media's Golf World contains a 20-page guide to the US Open – featuring exclusive interviews and in-depth articles – and a 36-page instruction supplement giving readers tips**

**GOLF CAN** be a slow sport, but it has its dedicated fans like any other. This month's issue of Bauer's Golf World (not to be confused with Condé Nast's magazine of the same name that went out of print in 2014) celebrates the second major championship of the year – the US Open, taking place in the Shinnecock Hills Gold Club course in New York.

This issue features exclusive interviews from former championship winners alongside comprehensive articles about the course and this year's contenders, and also comes with a 32-page instruction supplement meant to give golfers some tips to get their season off to a fast start.



**GOLF WORLD**  
On sale out now  
Frequency monthly  
Price £4.80  
Distributor Frontline  
Display with Today's  
Golfer, Golf Monthly

### My week in magazines



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

## MAKING THE MOST OF THE WORLD CUP

With the Premier League and the FA Cup gone and the Champions League coming to a close this weekend, all eyes turn towards the next major football event – the World Cup. The quadrennial international tournament takes place in Russia from 14 June to 15 July, and it reunites the world's best football teams.

To commemorate and capitalise on the event, magazine publishers are churning out special editions left and right, and walking through newsstands this week I could see the World Cup starting to fill up the shelves.

FourFourTwo and World Soccer magazines both already launched their specials, with the former featuring an interview with England striker Harry Kane in a bumper issue and the latter publishing a proper The Complete Guide to World Cup 2018. FourFourTwo also has a second World Cup special issue planned to go on sale on 6 June, to cash in on all the excitement as the tournament approaches.

With When Saturday Comes and its sister monthly, Kickaround, also doing their own special editions, the market is bound to get saturated with World Cup options – luckily, football is one of the most popular sports on the planet, so use your display space to capitalise on that.

### Opportunity: World Cup

Next week will see the release of the final batch of World Cup magazines, so plan accordingly to take full advantage of them. The World Cup only happens once every four years – make the most of it.

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

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# THIS WEEK IN MAGAZINES

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## CLASSIC BIKE

- This motorcycle-focused magazine has test drives of the Honda RC30 and the Ducati 851, alongside a spread feature on the latest Goodwood sporting club meet.
- The June issue also includes a Motorcycle Museum special supplement.



**On sale out now**  
**Frequency** monthly  
**Price** £4.30  
**Distributor** Frontline  
**Display with** Practical Sportsbikes, Built, Classic Racer



## TV CHOICE PUZZLE PICK

- This TV-themed puzzle magazine includes quizzes, crosswords, word searches and more.
- This month's issue has a cover-price increase from £1.95 to £2.10, and includes a competition to win DVD bundles of TV classics such as Quantum Leap and Knight Rider.



**On sale** 29 May  
**Frequency** monthly  
**Price** £2.10  
**Distributor** Frontline  
**Display with** Take a Break's Take a Crossword, Take a Puzzle



## DIGITAL CAMERA

- Aiming to make its readers better photographers, the June issue of Digital Camera includes tips about how to take photos of wildlife and reviews of three different cameras.
- It includes a camera-shopper ebook and a full licence for the editing program Sketch Drawer, worth £36.



**On sale** 1 June  
**Frequency** monthly  
**Price** £5.49  
**Distributor** Marketforce  
**Display with** Amateur Photographer, Practical Photography, Outdoor Photography



## T3

- This gadget and technology magazine includes news, reviews, buyer's guides and features for all tech aficionados out there.
- June's issue includes a competition to win a 4K HDR Projector worth £1,199.



**On sale out now**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Wired UK, Stuff, BBC Focus



## TRUCK & DRIVER

- This motoring magazine for those that like trucking includes test drives and features about trucks old and new.
- June's issue includes a free 16-page Classic Covers Supplement, a 20%-off coupon for classic truck books and a Scania V8 competition.



**On sale out now**  
**Frequency** monthly  
**Price** £3.85  
**Distributor** Marketforce  
**Display with** Trucking, Commercial Motor



## Bestsellers Business & Finance

Title	On sale date	In stock
1 Investors Chronicle	25/05	<input type="checkbox"/>
2 MoneyWeek	25/05	<input type="checkbox"/>
3 Bloomberg Businessweek	24/05	<input type="checkbox"/>
4 Forbes	15/05	<input type="checkbox"/>
5 Money Observer	31/05	<input type="checkbox"/>
6 Harvard Business Review	10/05	<input type="checkbox"/>
7 Moneywise	31/05	<input type="checkbox"/>
8 Fortune	28/05	<input type="checkbox"/>
9 What Investment	30/05	<input type="checkbox"/>
10 Fast Company	10/05	<input type="checkbox"/>
11 Financial News	28/05	<input type="checkbox"/>
12 Harvard Onpoint	31/05	<input type="checkbox"/>
13 Entrepreneur	04/05	<input type="checkbox"/>
14 Spear's	15/05	<input type="checkbox"/>
15 Bloomberg Markets	20/04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

### SYMBOL KEY

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

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## THIS WEEK IN MAGAZINES



### FUN TO LEARN FRIENDS ART

- This kids' craft magazine is now on its third issue, which is aimed at children with pets.
- June's issue comes with ideas to keep kids busy, alongside a competition offering five Paint Stations from Golden Bear.



**On sale** 31 May  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Seymour  
**Display with** My Little Pony, BBC Toybox, Lego Ninjago



### THIS IS

- June's issue of this pre-teen magazine is themed around The Powerpuff Girls, and it includes puzzles and articles about the famous cartoon created by Craig McCracken.
- It comes with free pink puff laces, nail stickers, a Buttercup keyring and a pocket mirror.



**On sale** 30 May  
**Frequency** monthly  
**Price** £3.99  
**Distributor** Marketforce  
**Display with** Go Girl, Sweet, Sparkle World, Cute



### BREATHE

- This mindfulness magazine is celebrating its second anniversary with a special edition full of illustrations, craft projects and features about how to achieve a more relaxing lifestyle.
- The June-July issue includes free postcards.



**On sale** 31 May  
**Frequency** bi-monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Simple Things, Flow



### SPECIALIST CHOICE JOHN VINE, NEWSWORLD, SHROPSHIRE COUNTRY LIFE

#### Who buys it?

Everybody, but mainly the middle-aged and the elderly. We've got a lot of royalists where we live – put the Royal Family on the front of the magazine, and they sell for us.

#### How do you display it?

We put displays in two different places: where we normally do, next to similar titles like Hello!; and by the till, too.



**On sale out now**  
**Frequency** weekly  
**Price** £3.75  
**Distributor** Marketforce

### Expert advice

**Ashleigh Dennis**

Circulation and trade marketing manager, DC Thomson Media



**T**he children's market is the third largest magazine sector and one of the strongest performing, with retail revenues increasing 2.7% year on year in the 12 months to January. The kids sector is fast-paced and ever-changing with new brands and trends, so last year we launched This Is magazine, with each issue dedicated to a specific brand or theme that is doing well.

Issue 9, on sale on 30 May, will feature the hugely popular Powerpuff Girls, which have mass appeal to both young girls and millennial women. Bubbles, Blossom and Buttercup return to screens as the Powerpuff Girls in June for their 20th anniversary year, so we're bringing the brand up to date by working with experts and broadcasting on YouTube and Facebook channels. Boasting 95.7 million points of contact across all platforms, the Powerpuff Girls are already a big hit worldwide.

## Our strategy

#### Who buys your titles?

Each issue of This Is has a different theme aimed at different sub-sectors of the children's market. Powerpuff Girls is aimed at girl's aged seven to nine years old.

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

This Is Powerpuff Girls should be displayed front of shelf within the primary girls sector, next to Sparkle, LOL Surprise and Girl Talk.

#### How are you investing in independents?

Independents are extremely important to DC Thomson Media, generating more than £6.3m in retail revenues over the past 12 months. We work very closely with our distribution partners to ensure good copy availability to maximise the sales opportunity. We also provide great opportunities for incremental sales with carefully targeted one-shots, specials and brand extensions.

## COMING UP IN NEXT WEEK'S RN



### Londis retailer Jeet Banshi on boosting turnover by a factor of 10 in a site rejected by Tesco

Plus, get your Big Night In range and display ready for the World Cup, Wimbledon and a summer of live music and great TV

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## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Art Gallery	12	60	8.99
British Steam Railways	12	50	1.99
Build the Jaguar	62	100	8.99
Build Your Own R2-D2	72	100	8.99
Cake Decorating	11	90	3.99
Classic Dinky Toys Collection	12	60	11.99
Enhancing Your Mind, Body, Spirit	72	120	3.99
Magiki Cuddle Buddies	7	30	3.99
My Animal Farm	66	80	5.99
Jazz at 33 and Third RPM	62	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	64	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	73	90	2.99
Art of Quilting	125	150	3.99
Art Therapy	166	180	2.99
Assassins Creed: The Official Collection	34	80	9.99
Big & Little Crochet	7	72	4.99
Classic Routemaster	18	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	37	80	9.99
Warhammer	45	80	9.99
<b>Panini</b>			
F1 Collection	56	60	10.99
Marvel Figures	9	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	65p	13.31p	22.5%
Express (Scotland)	60p	12.10p	22.5%
Telegraph	£1.80	38.7p	21.5%
Times	£1.60	34.4p	21.5%
FT	£2.70	54p	20%
Guardian	£2	44p	22%
i	60p	13.2p	22%
i (N. Ireland)	60p	13.2p	22%
Racing Post	£2.30	54.0p	23.48%
Herald (Scotland)	£1.30	29.90p	23%
Scotsman	£1.60	36.0p	22.5%

Saturday newspapers			
Sun	70p	14.98p	21.4%
Mirror	£1.20	24.72p	20.6%
Mirror (Scotland)	£1.20	24.72p	20.6%
Daily Record	£1.10	22.6p	20.6%
Daily Star	60p	12.085p	21%
Daily Mail	£1	21p	21%
Express	90p	17.152p	21%
Express (Scotland)	90p	18p	21%
Telegraph	£2.20	49.5p	22.5%
Times	£1.90	39.9p	21%
FT	£3.50	79.1p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	80p	17.2p	21.5%
i (N. Ireland)	80p	17.2p	21.5%
Racing Post	£2.60	61p	23.46%
Herald (Scotland)	£1.70	39.1p	23%
Scotsman	£1.95	43.88p	22.5%

Sunday newspapers			
Sun	£1.10	23.1p	21%
Sunday Mirror	£1.50	31.5p	21%
People	£1.50	31.5p	21%
Star Sunday	£1	19.89p	21%
Sunday Sport	£1	24.3p	24.3%
Mail on Sunday	£1.80	37.8p	21%
Sunday Mail	£1.80	37.8p	21%
Sunday Telegraph	£2.20	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	29.65p	21%
Sunday Post	£1.60	33.6p	21%

## Weight Watchers 19-20 May

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Times	1,035g	500g	0g	0	0g
Telegraph	1,020g	145g	75g	6	30g
Sunday Times	835g	340g	0g	0	0g
Mail on Sunday	830g	415g	0g	0	0g
Guardian	690g	320g	100g	4	65g
Sunday Telegraph	615g	125g	0g	0	0g
Daily Mail	610g	230g	45g	3	35g
FT	605g	265g	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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