

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 04.05.2018

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My strategy for serving customers on all budgets

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Shaping the future
of independent retail
since 1889



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WELCOME

Is a deal that could cull range choice, drive small suppliers out of business and raise wholesale and retail prices the best option for consumers?



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Rebecca Long-Bailey's reaction to the announcement of the Sainsbury's-Asda deal this week hit the nail on the head.

The shadow business secretary warned the takeover "risked squeezing what little competition there is in the grocery market even further" and posed "an immense risk for suppliers". Shoppers could also suffer rising prices as a result, she added.

While Sainsbury's chief executive Mike Coupe promised that greater buying clout from the deal would lead to a 10% reduction in the prices of everyday items, retail analysts echoed Ms Long-Bailey's warning, saying small firms could be put out of business and decreased competition would lead to higher consumer prices in the long-term.

A probe into the deal by the Competition and Markets Authority (CMA) is expected - indeed, Sainsbury's and Asda have asked for it to be fast-tracked for completion by August next year - but it is essential that these warnings are investigated as part of it.

Lib Dem leader Vince Cable has said the CMA enquiry "has to focus on customers," but for a customer-focused investigation to be truly effective, it needs to ask whether a deal that could cull range choice, drive small suppliers out of business and raise wholesale and retail prices is the best option for British consumers.

Another pressing question, of course, is what the deal could mean for you. On page five, more analysts, as well as independent retailers, provide the answer.

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Market pressure claims another victim, film and TV bestsellers, and the relaunch of Trout & Salmon



BREAKING NEWS

Over half of sales now contactless

More than half of transactions in newsagents and off-licences carried out last year were via contactless cards, according to a study from financial technology company PaymentSense.

Its report outlines the top 20 businesses with the highest rate of contactless use. While bakeries led the ranking with 72%, newsagents, off-licences, and tobacconists all ranked in the top 10.

A total of 672,925 purchases (52%) made at newsagents and newsstands were contactless, while off-licences had 1,272,863 transactions, equalling 51%.

Meanwhile, gift shops and tobacconists had 1,922,428 and 1,051,247 contactless transactions respectively. More than 110 million contactless payments were made across the 20 categories surveyed.

Shops will be hurt by RBS move

The Royal Bank of Scotland's plan to close 162 branches across England and Wales will lead to the deterioration of high streets, a retailer has told RN.

The bank said its decision, announced this week, was based on more customers using online banking services.

Mark Ansell, of Liskeard News in Cornwall, said closures will remove shoppers from the high street.

"Many banks in the town nearby have closed down and that has affected footfall for smaller shops," he said.

● To read more about bank closures in Scotland, turn to page 18

Different look for the high street 'Retailers will be able to tell customers what they offer'

Select & Save launches customisable fascia

by Alex Yau

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Symbol group Select & Save has introduced a fascia specifically for high street stores and increased the number of shops it has by more than 70 in the past two months.

The company's original green and red fascia has undergone a change of design, and a second black and red fascia is now available for retailers who trade on a high street.

Select & Save managing director Andrew King told

RN the new designs can also be changed to reflect a retailer's speciality.

"The new designs will allow retailers to customise the front of their shops to tell customers what they offer. This can vary from the family name to a service they've developed a positive reputation for. We want to continue focusing on the message that we offer high-quality products and services at an affordable price," he said.

Mr King said the symbol group had opted for a

minor refresh rather than a major overhaul, and the business model inside the stores would remain largely similar to what is already on offer.

The new high street fascia will also be aimed at a minority of Select & Save's shops as the business continues its focus on stores in neighbourhoods and suburban areas.

The addition of 70 stores brings Select & Save's total shop count to more than 100, but Mr King declined to reveal exact numbers. He said a combination of

supply issues and market consolidation had helped attract new retailers to the symbol group over the past two months.

"We've had loads of queries about Select & Save over the past couple of months and this has been driven by Conviviality going into administration alongside supply issues with Costcutter and Palmer & Harvey," he said.

The company will also be boosting its operations team with two additional appointments in the coming months.

Bid to cut Scottish alcohol sales times

Health activists are turning their attention to limiting selling times of alcohol in Scotland, following the introduction of the minimum unit pricing (MUP) on 1 May.

An alliance that includes clinicians from Scottish Health Action on Alcohol Problems and the

British Medical Association played a crucial role in introducing MUP. It has now renewed calls to stop the sale of alcohol in off-licences after 8pm.

However, retailers say the restriction, if adopted, could force them out of business. Faisal Naseem of Brechin Party Time,

Angus, said: "It could cause me to close my shop. Retailers will lose a lot of footfall, and will miss all the sporting, social, and late night events. These are the key factors for a retailer, especially if you're solely an off-licence."

Meanwhile, Robert Kirkwood of The Corner

Shop, Cowdenbeath, said he partly relies on late night purchases as he opens until 9pm.

"I do quite a few alcohol sales in the last hour. People know it's just a quick nip to the shop before I close at 9pm and they can pick something up unexpectedly."

Moving gantry screen attracts new vaping customers

A retailer has gained new vaping customers after installing an electric, moving screen on top of his cigarette gantry. The screen, supplied by JTI, showcases vaping products available in the Logic range, including e-cigarettes and e-liquids. Harj Gill, of The Windmill in Birmingham, said he had attracted two more customers in just over a week, while many more stopped to take a look. "It's a better way to market and let your shoppers know you offer vaping products," he said.



Takeover could create opportunities 'Retailers may benefit from an improved range as a result'

Sainsbury's-Asda merger could hit wholesale prices

by Alex Yau

Alex.Yau@newtrade.co.uk

The Sainsbury's-Asda takeover could lead to increased wholesale prices, but may create opportunities for improved range across independent retail, industry experts have told RN.

Sainsbury's chief executive Mike Coupe pledged the deal, announced last weekend, would lower prices of everyday items available in both supermarkets by 10%.

James Brown, head of retail and consumer goods practice at pricing analyst Simon-Kucher, told RN the knock-on effect of this could be higher prices in convenience stores. "Suppliers' prices will be driven down, but if they object they risk removing themselves from the majority of the market. "Added to this, suppliers

won't want to pass the added costs directly to customers and may consider recouping costs elsewhere, such as through increased wholesale pricing."

Meanwhile, Steve Parfett, chairman of wholesaler AG Parfett & Sons, warned of an abuse of buying power. "We'll have duopoly where suppliers can't afford to fall out with either Tesco or Sainsbury's-Asda.

"Suppliers should examine the longer-term implications and consider diversifying their market with independent wholesalers and retailers."

The takeover was confirmed by Sainsbury's on 30 April. If approved by the Competition and Markets Authority, the combined business would be the UK's largest grocer with a 31.4% market share. Current



market leader Tesco has a 27.6% share.

However, Mr Brown highlighted opportunities as he said smaller retailers could see improvements in an increased range.

"Smaller suppliers are at risk of being squeezed out by Sainsbury's proposals. To prevent this, they may increase their presence in other areas such as independent convenience, and retailers may benefit from improved range as a result.

"Customers won't mind paying more if a convenience store is closer than the supermarket and offers personal service the multiples can't."

Filshill retail sales director Craig Brown added: "The worrying result is reduced choice in the multiples, but suppliers can get round this with independent retail. They'll benefit from increased reach and independent businesses will be able to offer a better range."

SAINSBURY'S-ASDA IN NUMBERS

Source: Sainsbury's and Asda

Total value of Asda shares:

£7.3bn

Combined market share once completed:

31.4%

Total stores, including Argos, as combined business:

MORE THAN 2,800

Asda stores:

650

Sainsbury's stores:

1,412

Total combined annual revenues:

£51bn

Total combined weekly transactions:

£47m

Takeover process will be "torturous"

The "long and torturous" process of the £7.3bn Asda takeover by Sainsbury's will provide retailers with time to consider how to compete with the combined business, RN has been told.

Sainsbury's expects the deal to be completed by the second half of 2019, if given Competition and Markets Authority (CMA) clearance.

However, retail and wholesale expert David Gilroy warned the takeover will be a complicated process: "It'll be mission impossible working out how to make competing companies of massive scale work together without struggle.

"Size doesn't mean more sales and other businesses

have the advantage of being nimble. The trading teams are the most important and smaller businesses can advance while Sainsbury's and Asda are busy figuring how their deal will work."

Shore Capital's head of research, Clive Black, added: "The CMA will ask Sainsbury's and Asda to give up stores and the

process will be long and torturous."

Freddie Lait, founder of investment specialist Latitude Investment Management, said: "The deal will take at least a year to close and the new entity will be forced to sell or close some stores, causing disruption to the new business."

RETAILER VIEWS

Ravi Raveendran

Colombo Food & Wine, Hounslow



If prices are reduced by 10%, shopkeepers in the area are going to go bust. An Asda opened in Hounslow five years ago and, in the first year, I lost a third of my turnover. If prices go down, I won't be able to compete, especially on categories like groceries.

Peter Lamb

Lambs Larder, East Sussex



It won't be a good move for the marketplace because it will reduce competition. It won't affect our prices because we don't ever try to compete with multiples. If we did, we would lose. Instead, we try and maintain a unique selling point, which multiples will never be able to compete with.

Peter Robinson

Londis Pembroke Dock, Pembrokeshire



The market is in a transitional period and any ripples felt from this takeover won't be felt for two years. Sainsbury's used to be the market leader and I think the takeover is a way of buying back the market share they lost. Whether they retain it is another thing.

STORE LOOKBOOK



Strategy for success

With two differing customer bases on either side of his new store, Philip Constantine has taken on a major challenge. He tells **Marcello Perricone** how he is making it work using the right strategy – and support from his symbol group

All retailers have to be flexible, but Philip Constantine's new store in Orpington, Kent, lies in an area that forces him to take this to another level.

"I've got two kinds of demographic here: affluent people and poorer customers, many of whom live in council housing and rely on benefits," Philip says.

With five stores – three Nisas and two Premiers – Philip is an expert at adapting a store's offer to the needs of the community it serves. Yet catering for such different demands has been a major challenge in the three months since he took over the business.

Part of his approach is the range he has created. "We stock branded and unbranded products, so customers can find what they want, and come back again," he says. Even premium brands have an own label equivalent – such as Nutella and Nisa's Heritage Hazelnut Chocolate Spread.

Meanwhile, the store's value proposition is underlined by multipacks of budget-brand children's juices and pet treats.

"Having two of each product does reduce our range somewhat, but if we didn't stock these options, we wouldn't have customers coming back," he says. "Without it, I wouldn't have customers

from both sides and couldn't stay afloat. It's a necessity."

Philip uses display to show range and pricing relevant to both groups – rows of shelves are stacked parallel to the entrance, giving passers-by a clear view of the products available. This layout also allows staff to monitor most areas of the shop, reducing the risk of theft.

With a Londis store nearby, Philip believes innovation and good service are necessities.

"Customers come in and tell me, 'Londis does this, Londis doesn't do that,' so we try to capitalise on that," he says. "For example, customers constantly complain that promotions are not very clear in other stores, so we put a big monitor on each till that faces customers and tells them exactly how much they are saving."

This is a trend that unites customers of all kinds, Philip says. "People nowadays are much more careful with their spending, so showing customers exactly what they're saving is a big draw," he says.

Customer thriftiness has also made meal deals one of Philip's focuses. Sandwiches and soft drinks are prominently positioned at the left of the store, by the entrance, since Philip read customers mostly look left when they enter a new shop. An increased basket spend of 20% suggests this move has paid off.



What RN is doing improves us. You're spending your time to visit us, talk to us and tell our stories, and you tell us all who's doing a good job **PHILIP CONSTANTINE**



STORE TOUR

- 1 Customer-facing monitors allow customers to see how much they are saving
- 2 Philip stocks both branded and own-label products to fit customers' budgets
- 3 Philip plans to add coffee and doughnut stands to attract commuters
- 4 Philip's store is finding success where a Morrisons had experienced difficulties

INFORMATION

Location

Nisa Local, 7 Mountfield Way, Orpington, BR5 3NR

Size

1,900sq ft

Average basket

£6.50

Number of staff

3 full-time, 1 part-time

Turnover

£12,500



4

3

STORE LOOKBOOK



5



6

Meal deals also enable Philip to capitalise on a new, third customer demographic: commuters, a high number of whom pass the store and who have a higher spend. He plans to adapt his offer for them, adding a new Seattle Coffee machine and doughnut stand in the near future.

However, this is yet another challenge for Philip and his team. The support of Nisa has been essential here, he says.

"Nisa has given me an in-depth understanding of convenience," Philip says. "Until I joined, I wasn't clear about the business side of running a store."

Visits from Nisa help to share its expertise, too. "It's not just me who will know how to do the things they suggest. It will spread the knowledge," Philip says.

The industry is in the midst of yet another wave of consolidation, but Philip's example shows a business' future is best secured by reacting and responding to its immediate location.

"Co-op-Nisa and Booker-Tesco are the two major powers now. Staying with them is safe, but the secret to succeeding is innovating to stay ahead of your competition." ●

STORE TOUR

5 A free-to-use cash machine allows customers to withdraw money without going to a bank – money which they then tend to spend in-store

6 Philip's selection of fresh produce and food to go is a big source of revenue

7 Promotions are placed at the front of the store, visible to passers-by, encouraging spontaneous footfall



7



Want to see more of Philip's latest store? Go to betterretailing.com/nisa-mountfield-orpington

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SYMBOL NEWS

Find the flexible sweet spot

Employers and employees must find a “sweet spot” if they are to achieve more flexible working, a study has found.

The finding was part of a report commissioned by the Federation of Wholesale Distributors from social consultancy Timewise to understand the scope for flexible working in wholesale.

Timewise principal consultant Manjari Prashar said: “Flexible working isn’t just about considering individuals’ needs. It’s also about satisfying business needs, and finding the ‘sweet spot’ where individuals can work how they want and organisations can meet their objectives.”

The study also found flexible working can boost productivity and improve customer service.

Scotmid warns of tough 2018

Scotmid Co-operative has said 2018 will be “another difficult year for retailers” amid annual profit declines from £5.3m to £4.8m.

The warning from the independent retail group came as it released its annual financial results for the year ending 27 January. Turnover also dropped by £2.5m to £374m.

The group attributed the decline partly to the introduction of the National Living Wage in 2016 and a business rates revaluation last year.

Chief executive John Brodie said: “I expect 2018 to be another difficult year for retailers, with no significant easing of cost challenges and more regulatory changes.”



Fascia switch refit boosts fresh range

A Hull retailer has increased his fresh and chilled range following a refit in which he switched fascia from Premier to Today’s Extra. Andrew Taylor, of Today’s Extra Southcoates Lane, reopened the 2,400sq ft store following the two-week refit in April. Changes included adding modern lighting and extending its fresh and chilled section from a 1m bay to covering a fifth of the store. Mr Taylor told RN: “Fresh and chilled foods are highly profitable trends and I felt Today’s offered the right investment and focus on the categories.”

Adelie Foods targets unaffiliated c-stores ‘Retailers saw a 50% increase in fresh sales’

‘Use direct deliveries to boost product range’

by Alex Yau
alex.yau@newtrade.co.uk

Retailers who struggle to meet the higher retail standards expected by symbol groups can bypass these challenges by using direct-to-store delivery services, RN has been told.

John Want, Adelie Foods marketing director, said Tesco, Co-op and Sainsbury’s entry into convenience has raised consumers’ expectations.

“Symbol groups have high merchandising and in-store standards as a result of the multiples, and

many retailers are unable to join fascias and access profitable categories such as fresh.

“Direct-to-store services from suppliers can provide them with alternative and accompanying advice to help educate them about what standards work best with these categories. There’ll also be retailers who want more control of their ranges, which might not be possible under a symbol group.”

Mr Want’s comments follow the collapse of Kerryfresh’s Fresh to Store business in March and the

launch of Adelie Foods’ own direct-to-store service in April.

“Where Kerryfresh went wrong is by having too wide a range when fresh costs are high enough. We trialled our service with 30 retailers in the past few months and they saw a 50% increase in fresh sales,” he said.

Meanwhile, KP Snacks trading director Matt Collins said direct-to-store services must offer more than just delivery.

“KP sold its delivery business to Palmer & Harvey in 2014, but there’s

still value in such services. The key is to offer tips and advice on products and merchandising at the point of purchase,” he said.

Martin Ward, of Cowpen Lane News in Billingham, Stockon-on-Tees, told RN he would welcome more direct-to-store services. “I asked to join Premier, but Booker declined me based on the size of my 440sq ft store. A trick was missed because my turnover is quite high.

“Direct-to-store services can help me overcome these issues and boost my product range further.”

World Cup could lift symbol sales by a quarter

Retailers are expecting a 25% uplift in sales this summer with World Cup-themed promotions and displays provided by their symbol groups.

Harj Dhasee, of Nisa Village Stores in Mickleton, Gloucester, told RN sales of snacks and alcohol had increased during previous sporting events, such as

the Olympics, and he expects the same this year.

“I had a 25% uplift in beer and snack sales when I had promotions during the Olympics and European football tournaments.

“Customers are just buzzing for these tournaments because they’re huge events and multi-packs of snacks and beers

are normally big sellers because they’re products for social occasions.”

Siva Thievanayagan, of Nisa Local Fletton in Peterborough, said: “My summer sales have grown by a quarter and I expect similar results this year.”

This year’s World Cup in Russia takes place from 14 June to 15 July. Nisa is

offering retailers promotions and merchandising support between 7 May and 15 July, while Costcutter is running similar campaigns from 31 May to 11 July.

Bestway, Booker and Spar have also confirmed they will also be running World Cup campaigns for retailers.

NEWS & MAGS

NFRN margin deal cancelled 'To pull the rug out from under our feet like this is unacceptable'

Retailers could lose £3k a year after CN takeover

by **Marcello Perricone**

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Retailers say they will lose up to £3,000 per year after publisher Newsquest reduced newspaper and magazine margins following its buyout of Carlisle-based CN Group.

The US-owned publisher bought the group in March, but last week cancelled the long-standing agreement between the NFRN and CN giving federation members who have 'ambassador status' for their HND sales, in-store displays

and promotional support 25% margins on newspaper and magazine sales, instead of the 18% received by other stores.

According to retailers in the region, the change will cost them between £1,000 and £3,000 a year in profit.

"I'm really disappointed. I don't know what we can do to stop it. I stand to lose £2,000 a year and I'll have to generate that money from somewhere else, which is not easy in this environment," Colin Reed, from Hodgson's News, Carlisle, told RN.

Mike Mitchelson from Mitchelson News, Cumbria, said: "To pull the rug out from under our feet like this is unacceptable. There was no discussion and no advanced warning. I sell 340-350 copies of the News & Star a week, and 60-70 of the Cumberland News. It will cost me around £2,000 annually."

"I would have thought the best way Newsquest could build the circulation of their titles would be to work with retailers, who should be recognised as the backbone of their business," he said.

The NFRN called it an "unprecedented" cut by Newsquest. News operations manager Jerry Hayes said: "The scale of this jeopardises the core of their sales and the future of home news delivery. The extent and speed of these cuts is a terrible blow."

Brian Murphy, NFRN's head of news, added: "The NFRN is looking to take all necessary action to support members affected, including protesting outside Newsquest's offices."

Newsquest was contacted by RN, but declined to comment.

Mail ups its war on plastic

Readers of the Daily Mail will be offered the chance to win a 'professional community make-over' worth £10,000 as the newspaper launches its Great Plastic Pick Up campaign.

The initiative, run in partnership with environmental charity Keep Britain Tidy, is part of the next phase of the Mail's decade-long war on plastic waste, which started with its drive to 'banish the bags'.

Independent retailers are being supplied with posters in support of the event, which runs from 11 to 13 May.

A spokesperson said: "The Great Plastic Pick Up is a simple and effective way for people to fight back against the scourge of plastic waste, and it's incredibly easy to get involved."

Smiths delivers news five hours late

Another round of Smiths News' late deliveries last Thursday affected independent retailers by more than five hours, causing them to lose sales.

Kamalhit Rai, of Johnsons Newsagents, Nottingham, told RN the delay meant he was turning away customers. "I lost business, I lost sales.

People were going to work with no papers at all."

"Smiths were supposed to deliver at 4.45am and after calling them for more than two hours, they told me the driver hadn't turned up and they couldn't give me a delivery time."

Mr Rai confirmed papers were eventually

delivered at around 9.30am.

A spokesperson from Smiths said the company had looked into Mr Rai's complaint and called the delay a "one-off occurrence".

"While we make every effort to fulfil customer deliveries on time, sometimes events beyond our

control can impact on our service. In normal circumstances this wouldn't happen and, as is the case with Mr Rai, an exceptional event must have caused this one-off occurrence. In every situation we always seek to put things right and keep our customers informed," the spokesperson said.

Johnston Press chief exec quits

Johnston Press' chief executive officer Ashley Highfield has resigned from his position after seven years in office. Mr Highfield said he is leaving due to family reasons and plans to be a non-executive director.

Mr Highfield had held the position since 2011, during which time Johnston Press acquired the i newspaper in 2014. The company also publishes The Yorkshire Post, The Scotsman, and The Falkirk Herald, among others.

In a statement he said: "I have been privileged to lead Johnston Press during a period of unprecedented turbulence."

Mr Highfield has been succeeded by David King, former chief financial officer at Johnston Press.

Royal Wedding hits the stands

May's Royal Wedding between Prince Harry and Meghan Markle is already generating newspaper and magazine coverage, with media advisory firm Magid predicting overall media revenues of £100m from the event. Ongoing coverage is already visible in Hello!, Yours and People magazines, and commemorative editions will soon hit the shelves, including the first issue of the exclusive collectors' edition series The Royal Wedding, published by Royal Life's Legacy Magazines.



PRODUCT TRENDS

Discover the Choice for spring

Booker's new Discover the Choice snack range, including fruit pots, hummus and its barbecue products, will help increase bank holiday sales, a retailer has said.

The snacks, which have an RRP of £1.39, are designed for picnics, and offer shoppers more choice and variety in the range.

A Booker spokesperson said: "We have all the classics, plus some exciting new additions to the barbecue range, such as Piri Piri Chicken Burgers and Smoky BBQ Sliders."

Terry Caton, of Londis in Chesterfield, said he welcomes any addition to the range.

"Warm weather helps increase sales of barbecue products and with the bank holiday coming up, I'm sure it will do very well," he said.

New wine flavours for men

Concha y Toro UK has launched 1000 Stories zinfandel wine, which contains flavours found in craft beers and spirits to attract male drinkers.

James Hick, California brand manager at Concha y Toro UK, said there is a blurring of lines between sectors in the alcohol category. The new zinfandel is made by ageing the drink in a bourbon barrel for a more premium offer.

"By giving shoppers a clear added benefit – the bourbon barrel ageing – it encourages them to trade up. The wine also appeals to both red wine drinkers and premium spirits drinkers," he said.



24%
would try a cigar based on a taste recommendation

Talk to customers about taste to boost cigar sales

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

Switching a cigarette smoker to cigars can provide independents with an additional £250 profit each year, but half of retailers aren't talking with their customers about a wider range of tobacco products.

Jens Christiansen, head of marketing and public affairs at Scandinavian Tobacco Group UK (STG), said there is an opportunity for retailers to increase sales in the miniature cigar cat-

egory, as it makes up half the company's sales.

"Of those smokers who haven't tried cigars before, 24% would be encouraged to buy them based on taste. However, less than 2% of shoppers feel a recommendation by their retailer would influence their decision, emphasising a gap in communication or that retailers are advising consumers about the wrong thing," he said.

Mr Christiansen added that as taste remains an influencing factor, retail-

ers can use this as an area for discussion to increase the 2% figure.

Moreover, as restrictions on tobacco pack sizes have been accompanied by a higher price point for many smokers, research conducted by STG has shown 61% of shoppers now consider price the greatest influencer on purchase.

"Stocking cigars allows retailers to directly respond to this, with brands such as Café Crème offering smaller pack

sizes with a lower price," Mr Christiansen added.

Chris Herring, of Londis Shipway Post Office in Torquay, said he actively engages with cigarette smokers about the types of cigars he sells.

He added: "It's important to talk to them because once you gain a cigar customer, you have them for life. You become their destination cigar store."

● *To find out more about the cigar category, check out this week's Pricewatch on page 16*

Everyone's going nuts for coconuts

Last year, coconut water took retail by storm, as its reported health credentials had shoppers of all ages buying it in bulk. Now, the trend is gradually moving into confectionery and alcohol, with suppliers encouraging independents to invest in the flavour this summer.

Russell Tanner, marketing and category director

at Tangerine Confectionery, said the popularity of coconut-flavoured products has led to the flavour gaining momentum outside the health category.

"The demand for products containing coconut makes Barratt's Fruity Coconut Mushrooms a desirable sweet treat for adult consumers who are look-

ing to indulge," he said.

Furthermore, Nick Temperley, head of Diageo Reserve GB, said the popularity of flavoured spirits has driven growth of its Ciroc vodka by 37.7% year-on-year and led to the launch of a coconut variant.

"Ciroc Summer Colada will help accelerate further growth as demand for new

flavours, such as coconut, continues to rise," he said.

Ash Patel, of Gerhold Fine Foods & News in London, said demand for coconut-flavoured products hasn't slowed down.

"Vita Coco Coconut Water is our bestseller and as the weather gets hotter, I expect the flavour trend to pick up across other categories," he said.

BRAND SNAPSHOT



A treat for the sunshine

New Forest Ice Cream has made its most popular flavour, Lemon Ice Sorbet, available in a 120ml portion-sized tub, ready for the sunshine.



Lambrini's summer tan

In collaboration with fake tan brand Fake Bake, Halewood Wines & Spirits has created a limited edition Lambrini bottle with a summer design.



Maltesers break taboos

Mars Wrigley has premiered a series of light-hearted ads for Maltesers that challenge taboo topics, such as gender inequality and menopause.



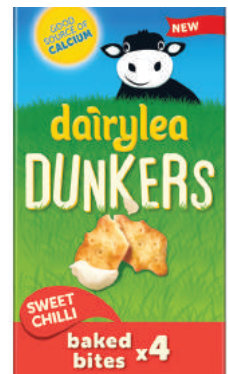
Sure to blush

Unilever has added Pink Blush to its Sure Women deodorant portfolio. It is available in two sizes: 150ml (RRP £2.65) and 250ml (RRP £3.65).



Mentos go free

Perfetti Van Melle has launched sugar-free Mentos Stay Free mints in Peppermint and Menthol Eucalyptus flavours.



Baked in goodness

Mondelez's new Dairylea Dunkers Sweet Chilli Baked Bites are aimed at youngsters looking for a lunchtime snack.



Carabao goes bonkers

Carabao Energy Drink is targeting consumers with hectic lives with its new campaign called 'The Bonkers Drink for Bonkers Lives'.



Cats have all the fun

Felix FunSauces are a new range of liquid toppings from Nestlé Purina that can be added to cat food or given as a standalone treat.



Sandwiches direct

Adelle Foods' Urban Eat sandwiches include a selection of halal and gluten-free options and are available via a direct delivery service to c-stores.

WHAT'S NEW



Love Cocoa truffles

Love Cocoa has launched luxury truffles in three flavours: Pink Gin, Salted Caramel and Raspberry Champagne. Designed to stand out, the packaging is compostable, biodegradable and plastic-free.

RRP £14.50

Contact hello@lovecocoa.com



Lees of Scotland macarons

Lees of Scotland's pastel-coloured macarons tie into the trend for unicorn-related products. They come in pink, lilac and green colours, and are designed for afternoon teas and special occasions.

RRP £2.99

Contact sales@leesofscotland.co.uk



Elephant Aged Gin

Elephant Aged Gin is an exclusive, premium craft London dry gin, designed to appeal to people looking to try something new for the summer. It is 52% ABV, with a sweet smoky and vanilla finish.

RRP £56

Contact info@elephant-gin.com



Dalston's craft soda

Dalston's has added three flavours to its craft soda portfolio: Fizzy Elderflower, Cherryade and Ginger Beer. Created as premium cans, the colours are designed to encourage shoppers to trade up.

RRP £1.09

Contact dan@dalstons.com



MIA chocolate

MIA has added a Hemp & Almond variant to its range of premium, single origin Madagascar chocolates, which is made with 65% dark chocolate, roasted almonds and hemp seeds.

RRP £3.99 to £4.49

Contact hello@miafoodie.com



Freixenet rosé

Freixenet's sparkling Italian Rosé is designed to appeal to millennials, with its cut-glass bottle and shimmering pink colour. It can be cross-merchandised with shellfish and fruity desserts.

RRP £12

Contact enquiries@freixenet.co.uk

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



Noisy Snacks nuts

Noisy Snacks has launched a new range of craft beer-inspired peanut snacks which are available in Chilli & Lime, Chill & Beef, Chocolate Orange and Pickled Onion flavours.

RRP £3
 Contact noel@noisysnacks.com



Love Liberto Protein Shake

Love Liberto's Coconut & Lemon Protein Shake is 100% organic, vegan and gluten-free. It is also high in Omega 3 and contains ground chia and flax, maca, baobab prebiotics and probiotics.

RRP £14.99 to £15.99
 Contact info@lavidafood.com

Focus

Craft produce

As craft produce grows in popularity, having a range that focuses on provenance and heritage is important if retailers want to keep up with trends and attract new shoppers



Kineta Matcha drink

Kineta's organic Matcha green teas are available in three flavours – Sicilian Lemon, Peruvian Ginger and Green Apple – and contain less than 99 calories per bottle. They are designed to appeal to shoppers looking for a soft drink alternative.

RRP £1.99
 Contact hello@kineta-drinks.co.uk



Juicy Fuel Cola

Juicy Fuel Cola is a traditional cola alternative with no added preservatives or sugar. As a natural drink, it is said to count as one of your five-a-day, and can be drunk at the gym or for breakfast.

RRP £1 to £1.50
 Contact glenn@thejuicedcompany.com



Gnaw Peanut Butter chocolate

Gnaw's handmade Peanut Butter chocolate is designed as a premium option for shoppers looking to try new tastes and textures.

RRP £2.49
 Contact customerservice@gnawfolkchocolate.co.uk

John Parkinson

Broadway Premier News,
 Penrhyn Bay

We offer a range of craft, artisanal breads that are baked by a special baker and we even did a black pudding sausage roll. I'd encourage any store to have an artisan range.

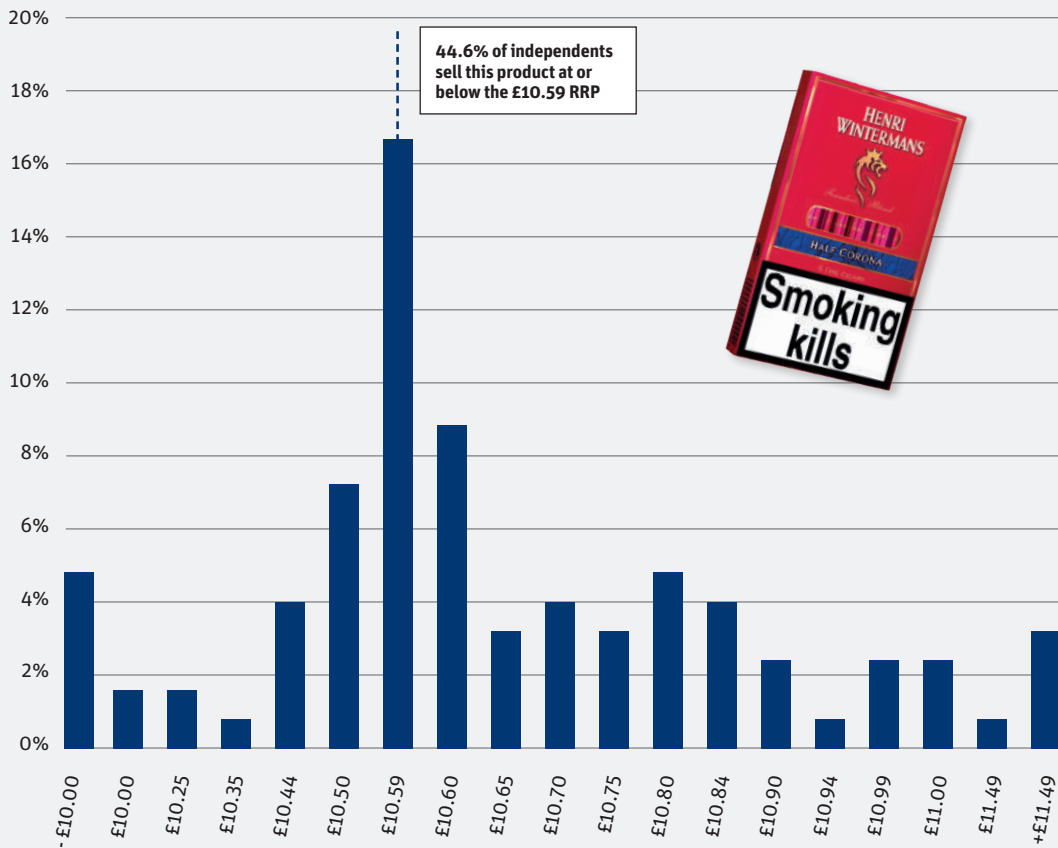


PRICEWATCH

Profit checker Cigars

Price checker

HENRI WINTERMANS HALF CORONA FIVE-PACK Price distribution %



PRODUCT
Café Crème Blue 10-pack
Hamlet Fine 5-pack
Castella Classic 5-pack
Hamlet Miniatures 10-pack
Café Crème Original 10-pack
Hamlet Fine 10-pack
Henri Wintermans Half Corona 5-pack
Hamlet Single Single
Panama Thin Panatellas 6-pack
Café Crème Filter 10-pack
Hamlet Miniature 5-pack
Moments Blue 10-pack

Analysis

The trend for cigar pricing tends to be at RRP or above, as shown by more than 55% of the retailers surveyed in this week's profit checker chart. Booker's £10.59 RRP on a five-pack of Henri Wintermans cigars was the

most popular, with 16.7% of store owners choosing this option.

The wider market similarly reflected this trend in the price checker table, as the average price for all but three cigar products was above RRP. The retailers

interviewed said brand awareness was one of the major factors in this decision. Although affected by tobacco legislation, fewer restrictions on branding help them stand out more to customers compared to traditional cigarettes.

How we drive our profit

Hitesh Pandya

STORE Toni's News
LOCATION Ramsgate
SIZE 900sq ft
TYPE town centre

TOP TIP

Educate yourself on cigar products as much as possible to become an expert in your area



I stick with RRP on cigars because tobacco is already quite a tough category to work with in terms of selling to customers. Sales have gone down, which is reflective of the trade. Cigars tend to have the advantage of being a more premium product, however, which sometimes makes it easier to sell them in comparison to cigarettes. Education is probably the key with cigars as it is a more specialist product and the likelihood of encouraging a purchase increases if the customer thinks you are an expert in the category. They will be less likely to go elsewhere.

Kay Patel

STORE Best-one Global Food & Wine
LOCATION Stratford
SIZE 2,000sq ft
TYPE suburban

TOP TIP

Always speak with your supplier regularly because they'll give you the best advice on cigars



I used to go above RRP, but now I stick to it because my range is a bit smaller compared to cigarettes, and tobacco is becoming a more difficult category to sell. I normally make margins of around 12% when I stick to the RRP. Customers are more price-conscious these days and they'll look for something more affordable, whether that's standard cigarettes or more premium cigars. I make an effort to meet with suppliers like Ritmeester. Knowledge on the category isn't as widespread as cigarettes and it makes a difference when you use support from suppliers.

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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE SUBURBAN C-STORE IN CENTRAL SCOTLAND	RETAILER 2 LARGE NEIGHBOURHOOD SHOP IN NORTH EAST TOWN	RETAILER 3 CENTRAL NEWSAGENT IN LARGE CUMBRIAN TOWN	RETAILER 4 POST OFFICE IN RESIDENTIAL SUBURB OF HAMPSHIRE TOWN	RETAILER 5 CENTRAL C-STORE IN WELSH BORDER TOWN	RETAILER 6 C-STORE ON OUT-SKIRTS OF SOUTH LINCOLNSHIRE TOWN
£5.76	£5.69	£5.49	£5.59	£5.24	£5.65	£5.79	-
£5.82	£5.75	£5.75	£5.75	£5.43	£5.70	-	£5.75
£6.18	£6.07	£6.07	-	-	-	£6.17	£6.07
£5.54	£5.40	-	£5.40	£5.13	£5.70	£5.50	£5.40
£5.77	£5.69	£5.49	£5.59	£5.24	£5.65	-	£5.69
£11.35	£11.35	-	£11.35	£10.70	-	£11.55	£11.35
£10.63	£10.59	-	-	£10.36	£10.80	-	-
£1.23	£1.20	£1.20	-	-	£1.20	£1.20	-
£6.01	£5.90	-	-	£5.54	£6.00	-	£5.90
£5.67	£5.69	£5.49	-	£5.24	-	£5.79	£5.69
£2.83	£2.75	-	-	-	-	£2.85	-
£4.42	£4.50	-	-	£4.04	-	-	£4.53

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Martin Ward

Cowpen Lane News, Cleveland



J Sedgewick and Sons eggs (£2.50 a dozen)



Where did you discover them?

I used to work for them before I became a newsagent 12 years ago. This means I have a really good relationship with them and I have developed a good knowledge of the products over the years. I can then pass this knowledge onto my customers and encourage any likelihood of them buying the eggs.

Who buys them?

It's normally middle-aged to elderly customers because they have more income and aren't fussed about spending a bit more to get higher quality eggs. There's not as much demand from the younger generation because they're happy getting cheaper eggs. The customers don't just buy them for breakfast, they use them as snacks or to accompany other meals.

Why are they so successful?

They're known well around the local area. Customers sometimes drive for miles to buy them. They are one of my biggest-selling products - I sell more than 60 boxes of a dozen each week. There's been a demand for locally sourced products recently and my customers know the eggs come from a nearby farm. Everything from the packaging to the colour of the eggs suggest they're worth the premium price.

Raj Aggarwal

STORE Spar Wigston
LOCATION Leicestershire
SIZE 1,800sq ft
TYPE neighbourhood

TOP TIP

Always stock a range of cigar sizes to cater for the tastes different customers might have



I stock a range of cigar brands from Henri Wintermans to Café Crème. I always go for 50p above the RRP and this gives me margins of 20% on average. I have regular customers who come in just to buy cigars and they won't mind paying more of a premium on these products. Although cigars are still subject to tobacco legislation, they're less restricted in terms of branding and this enables them to stand out a bit more. Tobacco is just an addictive substance anyway, and this means I'll have a regular flow of customers coming in each day to buy the products.

Chris Herring

STORE Londis Shiphay Post Office
LOCATION Torquay
SIZE 2,800sq ft
TYPE high street

TOP TIP

Just make sure you stock cigars, because there will always be a customer for them in your area



I normally add 20p on top of the RRP, which gives me average margins of 15%. The advantage of cigars is I might have one customer who only buys one of the brands, but they'll spend a lot. For example, one customer only comes in for cigars but he might buy three boxes while he's in the shop and the total spend is nearly £40. This will then put the thought into their head that your store is the main destination for cigars and they'll continually come to you. They'll then spread this to other cigar smokers through word of mouth.

YOUR NEWS

Heritage update to boost sales

Nisa's new look for its Heritage own-label biscuit range, which includes some recipes with a reduced sugar and salt content, will help increase sales, a retailer has said.

Alongside measures to comply with Public Health England's recommendations, a new pricing structure has been introduced.

Nisa's Heritage brand manager, Tracey Redfearn, said: "Members felt pricing did not compare favourably to other brands. So, apart from three lines, biscuits are all priced at two for £1, which is much more competitive for shoppers."

Anil Pankhania, of London's Nisa Local Paddington, said the Heritage brand sells the most when it is on promotion.

"Reducing the salt and sugar content is a good choice as it will attract more people to buy it," he said.

Trade days for retailers

Retailers, in particular those offering food to go, are invited to a series of trade days across 10 JJ Food Service wholesale depots between June and September.

There will be free products and discounts on food, drink, disposables, packaging and hygiene products.

Group general manager Terry Larkin said: "We are keen to tell customers about our great products and services. Our doors are open to all."

"We will be showcasing a range of big brands as well as our own private label lines, all competitively priced. Our team will be on standby to support your business needs," he added.

The events will be held across the South East, Midlands and Northern depots with timings to be confirmed.



Retailers informing shoppers about new ranges rewarded with their 'perfect day' by Imperial

Retailers have been rewarded for informing customers about a new range of cigarettes from tobacco manufacturer Imperial including JPS Real Blue, JPS Silver Stream and JPS Green Edge. Thirty independent retailers and their families won a range of prizes, from concert tickets to weekend breaks, after they were asked by Imperial: "What would make your perfect day?" Winners included Jayesh Makhecha of Stevens Tobaccos, Bexhill-on-Sea; Raju Patel, of News Rack, Eastbourne; and Jasdev Jatana, who owns three stores in March, Cambridgeshire.

One retailer's takings dropped 50% after closures 'The two girls who worked for me had to go'

Scottish bank closures are damaging local businesses

by Helena Drakakis

helena.drakakis@newtrade.co.uk

Ongoing bank closures across Scotland are having a devastating effect on local businesses, retailers and trade representatives have told a Scottish government committee.

Giving evidence to the Economy, Jobs and Fair Work Committee, retailers Ferhan Ashiq and Tim McCormack reported sales declines following closure of their local bank branches. They also highlighted the increased difficulty in banking takings and handling change.

Mr McCormack, who used to run a Post Office in Duns, Berwickshire, said when his nearby Bank of Scotland branch began closing on Tuesday and Thursday, his takings decreased by as much as 50%.

Following its closure and a move to a news-agent in Coldstream, 10 miles away, his takings reduced by 20% after the complete closure of the town's Bank of Scotland.

"The closure had a tremendous impact. The two girls who worked for me had to go," he said.

Mr Ashiq, who runs a Day-Today store in Prestonpans, said he

now has to take more time out of his business to travel following the closure of his Royal Bank of Scotland branch.

"I need change to run my business effectively and to stop it coming to a crashing standstill. I had to travel to Musselburgh, which involved sitting in a 20-minute traffic jam," he said, adding that this equated to as much as four hours per month.

The committee heard that in 2013 there were more than 1,100 bank branches operating in Scotland. However, there are now fewer than 800. Online banking, mobile banking

units and Post Offices were branded "poor substitutes" compared to a "functioning and fully capable bank branch".

The committee also discussed whether the government should legislate to ensure provision of a "last bank in town".

Barry McCulloch, senior policy advisor from the Federation of Small Businesses in Scotland, said: "More closures will probably be announced soon. We need to ask what the bottom floor is, as well as the minimum level of banking service provision that should exist for the Scottish economy."

GDPR: retailers urged to check policies

Retailers have been urged to check their insurance cover in advance of new laws governing data protection, due to come into force this month.

The General Data Protection Regulation (GDPR) will be introduced on 25 May, however retailers should check whether their existing insurance would protect them

with legal support in the event of a data protection breach.

Barney Hatcher, business insurance specialist at NFU Mutual, said: "We would urge retailers to check their policy wording," adding that a good cyber insurance policy or employer's liability insurance policy should include cover to defend a

case against a regulatory body, such as the Information Commissioner's Office.

He also said it was important retailers evidence the steps they are taking to become GDPR-compliant in case of any action against them.

GDPR legislation concerns the data of all individuals that a business

holds, including non-customers, and applies to all businesses handling data whether it is on till point, checkout, social media or in an e-newsletter.

Any business found non-compliant could risk fines of up to €20m or 4% of turnover, regardless of the size of the company.

ILLICIT SOFT DRINKS SALES. HELP US STAMP IT OUT.

🚫 ILLICIT IS **ILLEGAL**

Duty evasion and illicit trade pose a serious risk to the soft drinks industry. From 6th April, some beverages will be liable for the Soft Drinks Industry Levy. If you suspect an individual or business is importing soft drinks without paying the full levy report this to HMRC immediately. Do not try to find out more about the tax evasion or let anyone know you're making a report.

HMRC FRAUD HOTLINE: 0800 788 887



YOUR VIEWS

YOUR LETTERS

■ Save us from the nightmare of plastic banding on papers

Well done, Blanche Fairbrother! You've hit the nail on the head with your remarks about plastic waste (RN, 27 April, page 21).

Back in the day, we didn't have all this poly-bagged rubbish to contend with, and most of our papers came tied up with string, which we could then reuse to send our returns back. It was proper recycling.

But we can't do anything with the plastic banding the industry now uses. Nobody wants it. I wake up some nights from a nightmare in which children's movie character Happy Feet is desperately trying to free himself from a plastic raincoat with 'Supplied by the Daily Mail' and my box number on it.

Unless this industry puts its feet where its mouth is, Happy Feet isn't going to be around to tell the tale. The question is: are the publishers going to lead by example and save Happy Feet and his kids, and their kids?

Graham Doubleday
Doubleday Newsagents
Mossley



Are the publishers going to lead by example and save Happy Feet?

Graham Doubleday



A spokesman for Mail Newspapers said:

"Daily Mail and The Mail on Sunday take our responsibility to reduce plastic waste seriously. We're proud to say we do not use plastic for bagging our Saturday supplements, something we've been doing since 3 March 2018. Furthermore, the bags used for our Sunday supplements are recyclable."

■ East Midlands supplier meet-up was a great success

The latest NFRN and Smiths News wholesale open day initiative proved to be a very successful event, at which retailers from the East Midlands district converged at Smiths' Nottingham depot to meet suppliers.

Members were also able to talk to Smiths' senior management, and many retailers grabbed a few bargains from the trade partners present, including PepsiCo and Walkers. Furthermore, the first 20 retailers who registered with the NFRN's East Midlands district were given a free case of Cadbury's Twirl and every retailer who attended had the chance to win one of three DAB radios.

District president Alan Smith said he was extremely impressed that so many retailers attended the event, and gave his thanks to the NFRN, the team at the depot, and the East Midlands district for supporting the day and making sure it was a success.

Nigel Smith
National events manager
NFRN

In response to a letter published last week from Scott Saunders, of Newsklip in Norfolk, a Smiths spokesperson said:

"We make every effort to ensure we process charges correctly and have been in touch with Mr Saunders to resolve his query. We can confirm that two outstanding credit queries have now been processed and there is nothing more outstanding on this customer's account. Our contact centre is available seven days a week for all customer enquiries."

YOUR SAY Would you like to see more direct-to-store delivery by suppliers?



Wojciech Lorkiewicz

Greylees Convenience Store (Premier Express), Greylees
We use both wholesale and suppliers directly to get our stock. In an ideal world, it would be nice for us to get all of our stock from the supplier directly, but that isn't always an option. With fresh produce and meat, I would prefer getting deliveries straight from the supplier because you know it's going to be fresher than getting it from a wholesaler. At the same time, with wholesale, you can order everything you want in one delivery.

Raju Patel

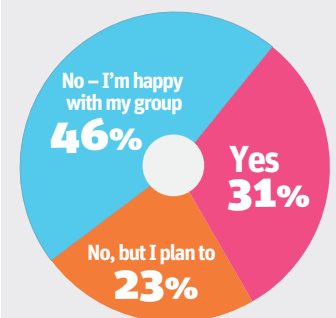
Premier Eldred Drive Stores, Orpington
I would not be too bothered if there was an increase in direct-

to-store deliveries by suppliers because their services are too expensive in comparison to wholesale pricing anyway. The nearest Booker depot from me is a 10-minute drive away and it is not a huge inconvenience for me to physically purchase the stock from the warehouse. The additional costs of petrol and maintaining my van are still cheaper than existing direct-to-store services.

Mike Blount

Best-one Barton Tors, Bideford, Devon
If there was a streamlined and efficient way to get products from the supplier rather than a wholesaler - and if this was at a competitive price - then I believe it would definitely benefit independent retailers greatly.

RN READER POLL



Have you switched symbol groups in the past year?

NEXT WEEK'S QUESTION

What effects have local bank branch closures had on your business?



Vote now at
betterretailing.com

BARCODE FESTIVAL WILL ROCK



With ticket sales surpassing any previous GroceryAid event, Barcode Festival looks to be the industry occasion of the summer with more than 1,200 grocery colleagues set to get together to support the charity.

Headliners on the Skittles main stage, which is sponsored by Mars Wrigley Confectionery, will be Kaiser Chiefs and Sigma. Heineken is also providing the bar, while

the rest of the Hawker House venue will be given over to showcasing everything that's great about the grocery industry with street food and bars.

With still more surprises to come, Barcode will bring together colleagues, from the shop floor to chief executives. This unique event will enable a whole new generation to engage with the work of

GroceryAid and network with colleagues, while kicking back and having some fun. We encourage everyone to come along and join us for a brilliant event on 28 June.

Helen Kershaw
Marketing communications manager, GroceryAid

100 YEARS AGO

4 May 1918

A strike over the wholesale costs of Sunday papers came to an end, only for several newspapers to announce a cover price increase. "The public can better afford to pay than the retailer," it was agreed.

VIEW FROM THE COUNTER with Mike Brown



Strikes Garden Centre, an iconic landmark in Stokesley, was completely destroyed by fire recently. The town was deeply shocked and upset by this because the centre was very popular and a lot of local people worked there.

I have lost several home delivery orders because garden centre employees are now temporarily out of work. My delivery to the garden centre café, worth £37 per week, has also been lost.

Finally, after a painfully drawn out winter, spring is here. The winter tyres came off my van mid-April but after such a severe winter, the garage says I will have to invest in a new set next time.

Despite a mini heatwave towards the end of April, local farmers have been completely exasperated by one of the coldest and wettest springs for more than 20 years. Winter crops have failed and sadly, lambs have died

– a farmer at the top of Carlton Bank (about four miles from the shop), said he had never picked up so many dead lambs.

Those that have the space kept their ewes and lambs indoors. Mr Donaldson, who farms at Busby, has been using the family bath to warm up the lambs.

Monday 23 April-Sunday 29 April was Girl's Football Week, a national campaign organised by the FA to get as many girls possible playing the game. My youngest daughter Emma, resplendent in her England kit, was invited to several events, including one at her old primary school, to help inspire girls to get involved.

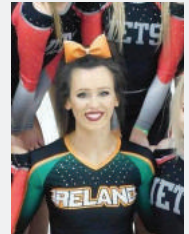
Since Emma started playing football in a boy's team at the age of seven, the growth in women's football has been phenomenal and it is now possible to make a career out of it.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Good luck to Roisin and her team from all at our Scaffog store. The girls are competing for Ireland in the World Cheerleading Championship in America



McBrides SPAR
@mcbridesSPAR



We are delighted to announce the return of our beautiful tomato display to the store as the tomatoes are back in season. If you are in the area, you must pop in and see it. It looks so much better in person! #tomatoes #beautiful

Thornton's Budgens
@BelsizeBudgens



The sun's out so no better time to drop in to Diamonds for a @HBIreland ice cream treat...

Eugene Diamond
@EDiamond136

Thank you @Sophiasogood for the mention. We can't always price match, but we can stock products of the area to maintain and enhance the natural environment, as well as provide opportunity

Christine from Hopes
@HopesofLongtown

SOFT DRINKS

Adapting to the sugar tax

The sugar tax has officially landed, and with it new rules and regulations have followed. In this feature, **Priyanka Jethwa** looks at the brands that haven't changed recipes, those that have reformulated and new names on the market, while exploring the trends that have followed



I think it's important to make sure consumers have a wide choice

The original versions

To avoid alienating consumers, the industry remains committed to classic recipes

Having a wide selection of soft drinks – from low- and no-sugar to high-sugar – is important if you want a range that caters for all shoppers. Therefore, some brands have chosen not to reformulate consumer favourites to avoid losing loyalists, and to prevent consumers only being left with a limited choice. For example, Coca-Cola European Partners will not be changing the recipe of Coca-Cola Classic, and AG Barr, while reducing the amount of sugar in Irn-Bru, is not transforming it into a sugar-free drink like some competitors. Additionally, as all of Lucozade's core portfolio is already exempt from the tax, drinks such as Lucozade Energy Orange will also remain unchanged.

Another key area within this is milk-based drinks, such as Yazoo, which are exempt from the sugar tax and offer shoppers a calcium-rich alternative.

KEY PRODUCTS
Coca-Cola Classic, Irn-Bru, Lucozade Energy Orange, Yazoo



WHAT DO RETAILERS THINK?

Andrew Howell

Loch Lomond News, Dunbartonshire



Even though the sugar levy means high-sugar drinks are more expensive, we haven't noticed a dip in sales of Coca-Cola Classic or even Irn-Bru, despite it containing less sugar. Shoppers seem to be aware of the sugar tax, so no one has said anything about the higher prices. I think it's important to make sure consumers have a wide choice of high-sugar drinks available to them, not just zero-sugar or diet variants. We have a separate fridge for Coke, where we keep the Classic, Diet and Zero Sugar varieties next to each other on the same shelf, alongside other sugary drinks.

Major suppliers have had to decide whether or not to reformulate their classic products





**LUCOZADE RIBENA
SUNTORY**

Let's talk sugar

What is the Soft Drinks Industry Levy or "Sugar Tax"?

The Soft Drinks Industry Levy (SDIL) is a new government levy intended to encourage producers and importers of soft drinks to provide healthier choices for consumers.

How could this impact the soft drinks category?

For those brands above the levy (5g+/100ml in ready-to-drink or diluted squash form) this could lead to NPD, re-formulation, pricing and / or pack size changes.

When does it kick in?

It came into force on 6th April 2018

What is Lucozade Ribena Suntory doing?

We announced back in 2016 that our core portfolio will be entirely "sugar tax" free. We've been busy reformulating so that for you, our retailers, it's business as usual with Lucozade Energy, Lucozade Sport, Ribena and Orangina all levy-free by 6th April.

LOWER RATE 5- <8g of added sugar per 100ml

TAX:
18p
per litre

HIGHER RATE 8g+ of added sugar per 100ml

TAX:
24p
per litre

PREP YOUR SOFT DRINKS CHILLER TODAY!

Layout

- Allocate space in line with sales contribution
- Merchandise best sellers at eye level, ideally within the central diamond of the layout
- Brand block sku's together with minimum of 2 facings per sku

Range



Stock

- Each shopper is important - spending up to £232 per year on soft drink
- Keep your shelves fully stocked to encourage impulse purchases & increase category turnover

Source: HIM CTP 2017, IRI Data Symbols&Indies 52wks to 20/10/17

SOFT DRINKS

Diet and zero-sugar

Suppliers are increasingly recommending stores to offer a diet or sugar-free option next to each original product

Drinks that contain low or zero sugar are in growth across convenience stores, with more consumers looking for brands that offer natural ingredients, or have a low-sugar content. This has led to an increased demand for sugar-free alternatives of popular energy drinks, such as Red Bull Sugarfree, which is growing at 7.1% year on year. Additionally, low-calorie versions of sports drinks are also growing in popularity, with brands such as Lucozade Sport Low

Cal targeting consumers looking for drinks that offer energy without the additional calories. These reformulations have been the result of more consumers limiting their sugar intake, but still looking to enjoy their favourite drinks. From a retailer perspective, these drinks are designed to help stores offer shoppers the same drinks they know and love, in new, lower-sugar recipes, while also being exempt from the sugar tax.



KEY PRODUCTS
 Red Bull Sugarfree, Coca-Cola Zero Sugar, Peach, Pepsi Max, Diet Coke Feisty Cherry, Diet Coke Exotic Mango, Lucozade Sport Low Cal, Lucozade Zero

How have you chosen to merchandise your soft drinks after the sugar tax?

WHAT DO RETAILERS THINK?

Perry Pirapakran

S&M Supermarket, London



Although for the first week or so after the levy shoppers were asking us about why prices were higher, the outcome has been positive because it has made more people switch to low- and sugar-free drinks. In my store, I have noticed a lot of shoppers switching to sugar-free cans of fizzy drinks and this hasn't just been down to the price increase, but because people are trying to actively lead healthier lifestyles. People are also more conscious about what they are buying and are looking for new and exotic flavours of drink that contain less sugar, so that's why Coca-Cola's Diet and Zero Sugar flavoured variants and Pepsi Max are doing well for us.



Major brands are releasing new, lighter variants

KEY PRODUCTS
 Red Bull Editions Tropical Fruits Sugarfree, Levi Roots Exotic Kick, Oasis Aquashock, Feel Good Drinks, Sprite Lemon Lime & Cucumber

WHAT DO RETAILERS THINK?

Kamal Thaker

Stop Shop News, Edgware



At the moment, shoppers are still learning about what the sugar levy is and how it will affect them, but because we stock pricemarked packs of soft drinks, a lot of people haven't noticed the price increase on some drinks yet. I find that a lot more people are looking for new drinks to try, especially for drinks that 'quench' their thirst, or are advertised to do so. Because of this, Volvic's Touch of Fruit does well this time of the year. I think the water-plus category will also do well this year. I expect sales of new soft drinks such as Oasis Aquashock and Coca-Cola Zero Sugar Peach to do well in the coming weeks, as I have seen a slight increase in sales already down to the warmer weather. ●

New on the market

Growing health concerns have driven suppliers to create new ranges to meet a fast-evolving market

Innovation in the soft drinks category has included big suppliers launching new brands, formats and flavours to the market this year, helping retailers offer the best range of levy-free drinks to their shoppers. This year, Red Bull extended its Editions range to include Red Bull Editions in Tropical Fruits and Orange flavours, in a 250ml sugar-free option, and Britvic launched a new range of sparkling, fruit-infused waters, both to increase sales and

offer something new and exciting to shoppers. Boost also introduced a new sugar-free Punch Power variant, which is exclusively available to independents. Furthermore, with increased interest in the water-plus category, brands such as Cleary Drinks and Strathmore Botanics are helping retailers capitalise by offering a flavoured water that has a premium design to make sure it stands out on shelves.



WINGS WITHOUT SUGAR.



250ML

355ML

473ML

AVAILABLE IN PLAIN/PMC

RED BULL SUGARFREE

WINGS WITH SUGAR.



250ML

355ML

473ML

AVAILABLE IN PLAIN/PMC

RED BULL ENERGY

No.1 Energy Drink and No.1 Low Cal Energy Drink. Stock side-by-side in all 3 sizes to offer your shoppers the choice they demand. **Red Bull Gives You Wings.**

ALLSTARS INVESTING IN YOU



CAMELOT IS INVESTING £20 MILLION IN NATIONAL LOTTERY RETAILERS OVER THE NEXT THREE YEARS

This will bring a number of positive changes to the way things operate. We are doubling the size of the Retail Sales Team from 60 to 120 people, so the average retailer will see a Retail Sales Executive (RSE) four times over a year.

Having looked into what maximises sales and asked retailers what would make their jobs easier, Camelot has

created a new programme to help you make the most of The National Lottery. A key part of this is the new in-store standards programme: **SITE, STOCK, SELL**. This is a simple checklist for the positioning of National Lottery products and marketing materials in stores.

Research has shown that stores that achieved all elements of the previous in-store standards programme

increased their sales by **3.5%**. For the average National Lottery retailer this is an annual revenue increase of **£4,200**.[†] And that's all through harnessing the power of **SITE, STOCK, SELL**.

SITE, STOCK, SELL really comes into its own when combined with the ALLSTARS rewards programme. This allows independent retailers to **earn up to £140 extra**[†]

SITE, STOCK, SELL What to look for in-store:

STEP 1 SITE



- 1 Is the Playstation in the best possible location?
- 2 Is the Playstation merchandised correctly?
- 3 Is the current Players' Guide available?

STEP 2 STOCK



- 4 Is the Scratchcard dispenser full?
- 5 Is the Scratchcard dispenser to Planogram?

STEP 3 SELL



- 6 Is your store displaying current agreed posters?
- 7 Is your store displaying current Playstation POS?
- 8 Is your store displaying current agreed Dispenser POS?
- 9 Is the media screen visible?
- 10 Is The National Lottery branding visible from outside the store?

ALL STARS
You make it possible

SITE STOCK SELL

QUARTERLY SITE, STOCK, SELL SCORE

You'll get rated each time a RSE visits your store



Score 8 points
You get **£10**[‡]



Score 9 points
You get **£15**[‡]



Maximum score 10 points
You get **£25**[‡]



QUARTERLY PRIZE DRAW

Score 8 points or more to get entered into a prize draw with a chance to:

**WIN
£10,000**[‡]

QUARTERLY BONUS EVENT

**GET A
£10
BONUS**[‡]

All you need to do is prove you are 'store ready' by uploading a pic!

nationallotteryallstars.co.uk

per year through answering yes to the **SITE, STOCK, SELL** questions. Even better, retailers who successfully answer 8, 9 or 10 out of 10 will get the chance to win a **£10,000**[‡] bonus prize every quarter. Of course, all these extra winnings are on top of the extra sales being made.

Camelot's Retail Operations Director, Duncan Malyon, comments on the investments being made in retailers.

"To help you grow your sales of The National Lottery, Camelot will be investing an extra £20m in retail over the next three years. This starts with doubling the size of the field team to ensure that you receive more face-to-face visits each year from a dedicated Retail Sales Executive, the launch of a new in-store standards programme

SITE, STOCK, SELL and an exciting National Lottery ALLSTARS rewards programme."

MORE VISITS FOR YOU

National Lottery RSE's have been visiting stores since April to tell you face-to-face all about the benefits this new investment will bring to independent retailers.

This will involve taking you through the new in-store standards programme **SITE, STOCK, SELL** and how to earn extra cash from the ALLSTARS rewards programme by scoring 8, 9, or 10 out of 10.

**ALLSTAR
RETAILER**

That adds up to a potential **£140**[‡] extra a year!

For more information on Site, Stock, Sell and the new AllStars rewards programme visit www.nationallotteryallstars.co.uk

[‡] Terms and conditions apply. See the website for more details. * Source—Camelot insight 2018.



ACADEMY IN ACTION



Staff Development

In part seven of this 12-week business development programme, the IAA and category partner P&G help retailer Ian Lewis with developing his team



Name	Ian Lewis
Shop	Crescent Stores Spar
Location	Minster Lovell, Oxfordshire
Size	1,800sq ft
Staff	5 full-time, 15 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.



The next part of our weekly guide to improving your business with the IAA focuses on staff development. Training, developing and rewarding staff creates a strong team and allows small family-run businesses like Ian Lewis' to manage daily shop operations more efficiently.

Before you get started with this week's benchmarks, take a look at how Sandeep Hegde of category partner P&G helped Ian create an action plan to get the best out of his employees.

The family's 1,800sq ft village shop in Minster Lovell in Oxfordshire has been a pillar of the community since 1937 when Ian's great-grandfather opened it. Ian runs the store jointly with his father David, mother Lyn and sister Karen. They have a number of long-serving staff members who are seen as part of the family. How can the IAA help them they ensure newer staff members feel just as special?

Want to see more?

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



WHY I TAKE PART

“Staff development hasn't been something that I've thought about as much as perhaps I should so it's stood still for too long. It's useful to get advice from outside sources like the IAA and P&G as they have ideas I might not have otherwise considered. If you're prepared to put yourself forward and have uncomfortable conversations with your staff, then you can develop yourself as well as them and the business.”



IAA ADVICE

Ian's challenge: Getting the best out of his staff through open discussions

Ian's team is well-established so he seldom has one-to-one meetings, except if there is a problem or they are raising a particular issue, because great work is recognised when it is seen. Could these sessions be more constructive?



Sandeep says: "It's great your team can come to you when there's an issue. Taking five minutes for a coffee with each staff member every few weeks will help you get to know about any issues sooner. It will also help you get to know their needs, recognise the great work you see and discuss development so you're offering a supportive session rather than an opportunity."

Action Introduce quick catch-up sessions with each member of staff every two to three weeks to discuss their development.

Ian's challenge: Reviewing and developing his staff to fulfil their potential

Many of Ian's staff will see a job needs doing and act on it, but some need more direction to be as proactive. How can Ian encourage those staff members to take responsibility and stretch the others to develop them?



Sandeep says: "It's important to encourage proactive staff, because this will encourage others to do the same. As a starter, try giving them the opportunity to make improvements to specific displays with the goal of increasing sales. Websites like shelfhelp.co.uk are there to help guide the whole category and are a great way of giving staff the information they need to take on new responsibilities."

Action Give proactive staff responsibility for reviewing and improving specific displays to help develop their skills.

Ian's challenge: Having the correct paperwork so his staff know what's expected

There can sometimes be tension between weekday and weekend staff, because they don't see the different challenges they face, like customer and staff numbers. How can Ian help them better understand each other's key tasks?



Sandeep says: "This can be quite common and is best addressed. A good way could be to get weekday and weekend staff members to write down their tasks so you create two job descriptions. Display these on the staff noticeboard along with average transaction numbers for each day and the staff numbers working. You could even offer to talk them through it."

Action Ask weekday and weekend staff to write down their tasks into job descriptions and display them on your noticeboard.

PARTNER ADVICE

“ Ian and his family have a solid and dependable team, and that's due to their hard work and commitment to the family business. Giving more responsibility and introducing more regular feedback will help them to develop and get more out of the team.

Sandeep Hegde
Director of Convenience,
Wholesale and Club Channel, P&G



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



Having the correct paperwork so staff know what's expected

- Do you have rotas to assign staff to general tasks around the shop?
- Are basic processes like temperature checks, cashing up etc. documented?
- Do all staff have up-to-date job descriptions which your staff buy into?

Training and inductions to ensure staff can fulfil their roles

- Do you teach staff the importance of things like body language and upselling?
- Do you train staff on your range, best-selling products, and customer profiles?
- Do you have an induction plan covering H&S, age-restricted sales, and food hygiene?

Rewarding and recognising staff to get the best out of them

- Do you watch staff so you can notice things they do well and praise them?
- Do you have a process to reward staff for great performance or customer service?
- Do you encourage staff to come up with ideas and introduce the best ones?

Reviewing and developing staff to fulfil their potential

- Do you review staff performance and provide feedback every six months?
- Do you have development plans in place for staff so they learn new skills?
- Do you invest in professional training like NVQs so staff can progress their career?

Day to day processes to ensure smooth operations

- Are your rotas planned with four days' notice for staff?
- Do you cross-train staff so you have cover in periods of absence?
- Do you have daily check-ins and handovers between shifts?

3 Pick one thing to improve

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



CREATE YOUR OWN SHOP REPORT

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

Next week: Responsible Retailing

SUMMER EVENTS

Win the World Cup

In-store events are key to raising the buzz around certain occasions and encouraging customers to spend more. Five retailers tell **Alex Yau** how in-store events worked for them previously, and how to get similar results for the World Cup



Shelley Goel

One Stop Gospel
Lane, Birmingham



MY CHAMPION EVENT: A fair

In previous years I've held a children's fair outside my shop which helped attract people I've never seen in the store before. We hired a bouncy castle alongside running games for the children and a charity raffle. Locals could make a donation for a chance to win a bottle of wine. Holding events like these are really useful for raising awareness about the shop and we normally have a good turnout as there are schools nearby. The immediate return isn't high, but it's good for raising awareness in the community through word of mouth.

MY WORLD CUP TACTIC: Children's events can attract footfall

Having similar events like this for occasions such as the World Cup can be quite useful. Kids are just as into football as adults are. There's already a lot of awareness raised around the event from sticker books and other kids' products. Funfairs with games really lend themselves quite well to make events like these a success.

Big brands are supporting World Cup events and promotions this summer



Chris Herring

Londis Shiphay
Post Office, Torquay



MY CHAMPION EVENT: St George's Day

I've held in-store celebrations for occasions such as St George's Day or when a long-serving member of staff leaves the business. These celebratory occasions put customers in good spirits and they'll often do a big shop afterwards because of the convenience of being at the store. We also put various promotions on to entice customers further.

MY WORLD CUP TACTIC: Take advantage of novelty

I'm going to use a similar strategy for the World Cup. I'm organising a hog roast for certain matches and I'll see if I can get a temporary licence to show some of the games in my shop. All of this will be advertised on Facebook. My idea is that passers-by will see the crowds and they'll be encouraged to come to the shop to see what's happening. Creating a buzz around these occasions creates more awareness of the shop and is a good way to attract additional footfall.



These celebratory occasions put customers in good spirits and they'll often do a big shop afterwards

Kay Patel

Best-one Global Food
& Wine, Stratford



MY CHAMPION EVENT: Sampling

I often reserve tastings and giveaways to the more niche and lesser-known products in the store. Tasting counters are set up near the till and various aisles where staff can interact with customers and raise awareness of products such as Jungs artisan bread. Sales can sometimes treble as a result of these giveaways. Customers most of the time won't be aware of these products, but they might add them to their regular basket because they've discovered they like the taste.

MY WORLD CUP TACTIC: Promote premium products with in-store samples

I'd say you could probably apply this to an event like the World Cup because the buzz around the event is high and customers will want snacks and alcohol to accompany their match-viewing. There's definitely a market for more premium products. The World Cup is a social occasion and there's a selection of customers who will want to try something more premium with their gatherings.



IS YOUR STORE MATCH-FIT?

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

As well as a high-visibility TV ad, the campaign will be backed by an on-pack competition giving your shoppers the chance to win a range of over **20,000 prizes**. Stock up now to make the most of the limited-edition packs!



SCORE MORE SALES THIS SUMMER

- 1. MAKE MORE ROOM**
Lucozade Sport sales spike by as much as **+12%**³ during major football tournaments, so give extra space in the chiller to this best-selling brand
- 2. FOCUS ON FLAVOURS**
Tempt shoppers in with Lucozade Sport Orange, the UK's no.1 sports drink⁴ and Lucozade Sport Raspberry too – the brand's fastest growing flavour⁵
- 3. ENGAGE YOUR SHOPPERS**
Make the most of the buzz by promoting Lucozade Sport's on-pack competition. Ensure your shelves are full to drive visibility and use POS to ensure the packs are unmissable.

SOFT DRINK SALES

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

LUCOZADE SPORT SALES

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

“ Lucozade Sport is a best-selling brand and can generate over **£1,000**⁶ a year, per store. A good range should also include the second biggest functional water brand⁷, Lucozade Sport Fitwater to help retailers drive sales in this area. ”

LUCY GROGUT | LUCOZADE RIBENA SUNTORY

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

MARTY UPPAL | FIXBY STORES, HUDDERSFIELD

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

SUMMER EVENTS

Meryl Williams

Pike's Newsagent,
Porthmadog



MY CHAMPION EVENT: Charity events

We normally hold raffles and coffee mornings where we give all the donations to charities such as Macmillan Cancer Support. These are normally advertised on Facebook and I'd say 100 people attend each one. Some of them have never visited the shop previously, so they definitely help attract new customers. Our biggest coincided with our 115th birthday last year, and this was covered on local television and in the newspapers. It helped raise the awareness of our shop quite considerably.

MY WORLD CUP TACTIC: Use charity events to raise awareness

We've done similar raffles with football themes in the past. For example, all the staff members wore the Welsh football kit when the European Championship was held in 2016. It created more of a buzz in the store. Major events like these are good ways of attracting further football because you combine the novelty of doing something for a good cause with the positivity of a huge international sports tournament.



It helped raise the awareness of our shop quite considerably

Sharing formats are perfect for during games, suppliers suggest



HOW SUPPLIERS ARE SUPPORTING RETAILERS THROUGHOUT THE WORLD CUP

Panini stickers

Collectable stickers have long been a part of any child's football collection and Smiths News is helping retailers capitalise on this with its latest World Cup-themed collection.



Maynards Bassetts Wine Gums

Football fans nationwide will be gathered across living rooms and pubs this summer and Mondelez is increasing its marketing around sharing bags such as Maynards Bassetts Wine Gums.

KP Snacks

The brand's upcoming "Something For All Seasons" campaign will aim to help retailers boost snack sales around the tournament. Look out for Hula Hoops Flava Rings, larger-sized versions of its popular snack.

Kellogg's

Kellogg's is aiming to get a share of the World Cup buzz with an upcoming promotion. Any customer who buys three Pringles tubs can get a free mini football goal.

Heineken

The company claims more than half of cider sales come from seasonal events. To help retailers increase purchases during the World Cup, an alcohol-free version of Old Mout Cider has been launched.



Arnaud Leudjou

Costcutter Brunel University,
Uxbridge



MY CHAMPION EVENT: Freshers' week

Whether it's freshers' week or the Christmas holidays, I offer samples from specific suppliers outside the shop. I have theatre outside the store to attract attention and offer free samples. Purchases might not be made immediately, but they'll return if they've enjoyed the samples. Sales often increase by 15% after such events. It's a good way to raise awareness of our shop through word of mouth as well. Suppliers will often help with these events, so it doesn't make much of an impact to our overall margins.

MY WORLD CUP TACTIC: Grab attention outside the store

With any sampling event, make sure promotions are easily visible, or place different products near each other to increase basket spend. For example, the World Cup is a social event and customers will be watching the matches with their friends and family. It only makes sense to heavily promote multipacks or large bottles of drinks in any in-store activity.





PRINGLES READY MATCH READY

Stock Up on the No.1 Large Sharing Brand!*



**BUY
3 CANS
& GET A
FOOTBALL
GOAL!†**



Also
available
in PMP

© 2018 Kellogg Company.

*IRI Value Sales w/c 07.03.2018
†18+. Closes 28/09/18. Buy 3 promotional cans &
pay 3 GBP contribution to claim your Pop-Up Goal.
Max 1 per person. For full T&Cs see Pringles.com

BRAND IN FIVE

Brancott Estate

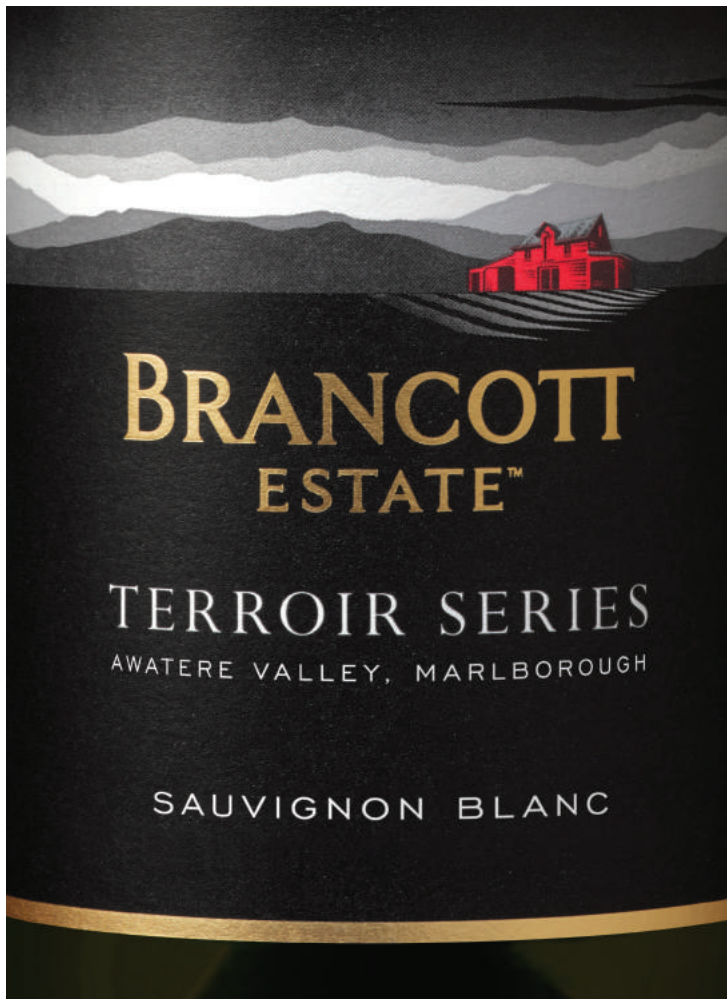
Wine sales are likely to pick up as the weather heats up. Here, in RN's first five-step brand guide, Pernod Ricard UK's James Middleton profiles the company's premium wine brand, Brancott Estate, and explains how stores can take advantage of the opportunity it provides

The Brancott Estate name has been associated with New Zealand wines for around 40 years. As tastes have changed and the UK market has matured, customers have been looking for new flavours, and this has provided an opportunity for Brancott Estate's owner, Pernod Ricard UK, to establish and promote this wine range as a trusted option for

discerning drinkers.

Yet as any retailer looking to encourage shoppers to trade up knows, educating customers in this category is vital.

With this in mind, Pernod Ricard UK's channel director, James Middleton, provides a five-part brand profile filled with facts you can share and category management advice you can use in-store.



1 Brand positioning

Wines from New Zealand are in growth – the category's highest growth by country – and command the sector's highest average price. In fact, wines from New Zealand are adding £2.19 versus the average store transaction. At Pernod Ricard UK, our premium New Zealand wine brand, Brancott Estate, is performing well across the range, with a number of wines in the portfolio out-performing the category.

2 Heritage

In 1975, Brancott Estate makers defied the New Zealand wine makers' convention that the Marlborough region was too cold to grow grapes, becoming the first to make sauvignon blanc there. Since taking on the brand, Pernod Ricard UK has continued to craft striking wines under the Brancott Estate brand, including naturally lower alcohol, sparkling, organic, oak-infused and age-worthy sauvignon blanc and pinot noir-based wines. Brancott Estate wines have since won numerous industry awards.

3 Ranging

If retailers provide a range of wines from different countries and regions, it will minimise the chance of shoppers going elsewhere. Origin is more important to wine shoppers, and retailers should consider how they can increase shoppers' knowledge on different flavour profiles of grapes from different regions. While sauvignon blanc remains the UK's favourite grape, Pernod Ricard UK's Brancott Estate range also includes pinot grigio and chardonnay.

4 Merchandising

Our research shows stocking a range of wines from one brand makes it easier for shoppers to navigate the shelf and encourages trading up when, for example, purchasing for a special occasion or a gift. We would also recommend merchandising wine firstly by colour followed by sparkling wines. Establishing a brand hierarchy with a 'good, better, best' range – with Brancott Estate's Terroir Series included at top – will help retailers to reach more shoppers and drive value.

5 Product development

In line with the trend for premium wines, we continue to promote in-store sampling and activation at UK festivals for our premium Brancott Estate Terroir Series. With demand for sauvignon blanc continuing to grow, Pernod Ricard UK remains heavily invested in the Brancott Estate Sauvignon Blanc range, with four styles available including Terroir Series, Letter Series and age-worthy Chosen Rows. ●

THIS WEEK IN MAGAZINES



WORLD CUP SPECIAL

A BUMPER GUIDE TO THE WORLD CUP

With the most important event in the world of football rapidly approaching, Four Four Two's expanded special edition features everything a fan of the sport needs in the run-up to the World Cup

THE 2018 FIFA World Cup is little over a month away, and publisher Haymarket is going all out for it. This expanded special edition of Four Four Two includes a guide to the World Cup, an interview with England striker Harry Kane and a 'Superstar Battle' feature that compares the on-field performances of Messi, Ronaldo and Neymar to make football fans drool. This World Cup Special costs £5.99 and publishers expect it to generate an additional £200,000 for retailers. This is one of the first World Cup magazines to hit the shelves, so position it front of fixture to catch fans' attention.



FOUR FOUR TWO
On sale 2 May
Frequency monthly
Price £5.99
Distributor Frontline
Display with Match, Match Of The Day, World Soccer

My week in magazines



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

MAGAZINE MARKET PRESSURE CLAIMS ANOTHER VICTIM

The magazine market has been under pressure for a long time, and its woes have recently claimed another victim. Wardour News of Soho, London, has closed its doors after 34 years. The store became a go-to in the area for specialist titles and boasted many famous clientele. While owner Ash Patel has blamed rising rents and increasing business rates in part for its closure, one can't ignore a more pressing issue for the trade: increasing prices and reducing margins.

It's not all bad, however. Last week, I flew up to the Scottish Parliament to cover the NFRN launch of its Independent Retail Report. While there, I had the opportunity to tour Menzies Distribution's facilities and chat about a recent spate of delays. While late deliveries mainly affect newspaper sales, delays to magazines can frustrate loyal shoppers or lose customers completely.

Menzies promises to keep working on the issue and the NFRN plans to hold them to account. Meanwhile, we at RN will keep investigating all issues pertinent to the trade to challenge wholesalers and publishers to make decisions that support independents' trade and profits.

Opportunity: film mags

The blockbuster season has begun, with big-budget films like Avengers: Infinity War and Solo: A Star Wars Story stealing the headlines. Make sure to capitalise on the interest by displaying film magazines' often colourful covers prominently at the front of your shelves.

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

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



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



Call 020 7689 3350

THIS WEEK IN MAGAZINES

✉ marcello.perricone@newtrade.co.uk
 ☎ 020 7689 3350
 @Marcello_RN
 facebook.com/thisisRN



TROUT & SALMON

- This specialist magazine has just had a redesign, and is relaunching this month with new sections and a regular '10 pearls of wisdom' article.
- May's issue covers the fly-fishing calendar, including advice on river-trout fishing and selecting the best flies.



On sale out now
Frequency monthly
Price £3.80
Distributor Frontline
Display with Trout Fisherman, Carp Talk, Total Flyfisher



MY BEAUTIFUL PRINCESS

- This children's magazine, published by LCD, is aimed at girls aged four to 11, and features characters from Disney and Nickelodeon's Shimmer and Shine.
- This month's issue includes a free goodie bag with a toy phone, lipstick and bag.



On sale out now
Frequency monthly
Price £3.95
Distributor Marketforce
Display with Disney's Princess, Girl Talk

Bestsellers Film and TV

Title	On sale date	In stock
1 Radio Times	01/05	<input type="checkbox"/>
2 TV Choice	01/05	<input type="checkbox"/>
3 What's On TV	01/05	<input type="checkbox"/>
4 TV Times	01/05	<input type="checkbox"/>
5 TV & Satellite Week	01/05	<input type="checkbox"/>
6 Total TV Guide	01/05	<input type="checkbox"/>
7 Inside Soap	01/05	<input type="checkbox"/>
8 Soaplife	01/05	<input type="checkbox"/>
9 Empire Magazine	19/04	<input type="checkbox"/>
10 Total Film	04/05	<input type="checkbox"/>
11 Sight & Sound	03/05	<input type="checkbox"/>
12 Little White Lies	10/05	<input type="checkbox"/>
13 Televisual	14/03	<input type="checkbox"/>
14 American Cinematographer	01/05	<input type="checkbox"/>
15 Total Film Compact	04/05	<input type="checkbox"/>

Data from independent stores supplied by SmithsNews



IMPROVE YOUR COARSE FISHING

- This specialist magazine teaches fishing enthusiasts the latest techniques to land any freshwater catch, from carp to tench.
- This issue comes with a free packet of artificial baits and suggestions for the best equipment to use alongside them.



On sale 8 May
Frequency monthly
Price £3.80
Distributor Frontline
Display with Angling Times, Angler's Mail, Match Fishing



YOUR HORSE

- This equestrian magazine includes a DVD from Australian horse trainer Jason Webb, which teaches readers how to overcome problems such as catching, mounting, tying up and traffic nerves.
- The May issue celebrates the centenary of women's right to vote with a list of the top nine inspiring female equestrians (including the Queen).



On sale out now
Frequency one shot
Price £4.20
Distributor Frontline
Display with Horse & Hound, Horse & Rider, Pony



YOURS

- Yours is aimed at women aged over 50, and covers topics including health, beauty, travel and fashion.
- This week's issue talks about Harry and Meghan's wedding, recipes to lose weight and garden secrets for the spring.



On sale 8 May
Frequency bi-weekly
Price £1.55
Distributor Frontline
Display with Hello!, Take a Break, Spirit & Destiny

SYMBOL KEY

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

COMING UP IN NEXT WEEK'S RN



Why Sue Nithyanandan's community focus has kept her business evolving

Plus, get up-to-date with the compliance and legal issues facing your store and build brilliant displays with our guide



THIS WEEK IN MAGAZINES



TRAIL RUNNING

- This issue's focus on light training regimes will be especially attractive to newcomers, since the sun is out and people are beginning to exercise outdoors more.
- Veterans are not forsaken, however, as there is a comparison of the best lightweight shoes and light hydration packs on the market.



On sale 10 May
Frequency bi-monthly
Price £4.99
Distributor Frontline
Display with Athletics Weekly, 220 Triathlon, Trail Runner



CLASSIC & SPORTS CAR

- This automotive magazine has a new design, and 16 additional pages of car comparisons, preview events and features.
- The facelift and extra pages accompany a cover price increase to £5.70.



On sale 21 October
Frequency monthly
Price £5.70
Distributor Frontline
Display with Autocar, Classic Car Weekly, BBC Top Gear



PRACTICAL PHOTOGRAPHY

- This specialist photography magazine includes shooting tutorials, camera reviews and street photography advice from expert Matt Hart.
- It also includes a free set of Photoshop Actions from fashion photographer Bella Kotak, worth £130.



On sale 10 May
Frequency monthly
Price £5.49
Distributor Frontline
Display with Amateur Photographer, Digital Camera Magazine, Outdoor Photography

UNION



#5 INDIANAS, GUNG, CONSPIRACY BEAR, LA OIL, ADIDAS LIBRE, EAST JESU, BROFET, APE, PRINCE TOWN, FLYING CAR, MUGGLE, NATIONAL, G, UPFRONT, 10, CROCKET, 0871

On sale out now
Frequency biannually
Price £8
Distributor Central Books

SPECIALIST CHOICE DANIEL MCCABE, MAGALLERIA, BATH UNION

Who buys it?
 Union is focused on US fringe culture and Americana, and is aimed at chaps who like to get off the beaten track, inevitably ride a motorcycle, appreciate action photography and love old-school 'gonzo' reporting. Readers tell me they always read it cover to cover.

How do you display it?
 We categorise it as men's lifestyle (which it is and isn't), and shelve most copies in this section, with a few in the culture section, too.



Expert advice Andrew Flitcroft

Editor, Trout & Salmon magazine



May is not only the best month in the fly-fishing calendar, this year it marks the relaunch of Britain's best-selling fly-fishing magazine, Trout & Salmon.

We've torn it up, taken stuff out, added new things and given it a new lick of paint.

As part of our relaunch, we have a brand-new 'First Cast' section and five new series, including celebrations of past game-fishing greats and monthly no-nonsense advice on river trout-fishing.

World-renowned fly-tyer Stuart Foxall joins us, showing readers how to tie and fish his monthly fly selections. In addition, each month one of the Association of Advanced Professional Game Angling Instructors' national team of instructors will offer 10 pearls of wisdom.

We've kept readers' favourite writers and added new ones to the Trout & Salmon family, coupled with the finest, most inspiring photography. Our team of the biggest and best names in fly-fishing is unrivalled, and for that Trout & Salmon is very fortunate.

Our strategy

Who buys your titles?

The average reader of Trout & Salmon is an experienced game angler with roughly two decades of game angling under his belt.

How should your titles be promoted in store?

Fully faced front of fixture in the sports category.

How are you investing in independents?

Trout & Salmon will be cover-mounted at key times of the year with practical gifts for game anglers, which will increase sampling. These issues will be supported with an increase in supply where we will support independent stores.

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