

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 18.05.2018

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Shaping the future
of independent retail
since 1889



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

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

Annual Subscription

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

To subscribe contact 020 7689 3384



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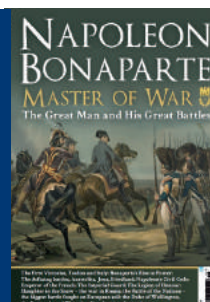
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WELCOME

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Editor

Chris Rolfe

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In the month a cross-party parliamentary inquiry launches to investigate how to save the UK's high streets, we have examined two contrasting approaches to town centre management in the latest issues of RN.

Last week, we featured a success story – the town of Roeselare in Flanders, which chose to adopt the recommendations of the original Grimsey review. Through subsidies, investment incentives and by introducing free 30-minute parking, pram hire, wi-fi, a town centre app and gift card, and fining landlords who leave premises empty, the town has attracted 28 new stores in 18 months.

But in contrast, this week we've spoken to retailers in the south west who fear a reduction in trade as North Somerset District Council extends and increases its parking charges and South Somerset District Council plans to introduce Sunday charges and increase existing rates in Yeovil.

Earlier this year, the NFRN highlighted parking charges as a threat to independent trade in its Independent Retail Report, and last week Somerset South Labour councillor Terry Ledlie reacted to the Yeovil announcement by calling on the council to take a more rounded approach to high street protection, by considering alternative solutions such as one-hour free parking.

Review author Bill Grimsey attributes Roeselare's success to putting "a complete plan" in place – a move most towns in the UK have yet to make. "There are so many opportunities to make our town centres attractive places. The way we do that is by having a holistic approach and not doing it piecemeal," he told ITV.

If town centre managers are serious about protecting high street trade, they would do well to heed this advice.

BREAKING NEWS

Claim by Chancellor dismissed

Reported wage growth and a reduction in inflation that could signal improved retail sales has been dismissed by a retail expert as “highly seasonal”.

The comment, by Matthew Hopkinson, co-founder of data analysis company Didobi, followed Chancellor Philip Hammond’s claim this week that “people are starting to feel the benefit of more money in their pockets”.

Mr Hopkinson said he didn’t believe this equalled a long-term trend and claims it should be “taken with a pinch of salt”. “The year-on-year disposable income has basically stagnated,” he said.

Last week, the government announced it was assembling a cross-party committee to investigate the challenges faced by the retail sector. The High Streets and Town Centres in 2030 inquiry is taking submissions until 22 June.

Batchelors shows 11% growth

Food manufacturer Premier Foods has reported an 11% increase in revenue of its Batchelors brand in its latest figures, with it now being the company’s top performing grocery brand.

In total, Premier’s revenues were up by 4.6% year on year, and within this, branded goods demonstrated a 3.4% growth, with non-branded goods up 12.1%.

Ranjit Singh, of Parans Minimarket in Leeds, said he has experienced a 20% increase in sales of Batchelors’ variants in the past year.

He added: “Batchelors is showing strong growth, and at the moment its new Pasta ‘n’ Sauce Carbonara Flavour is a bestseller.”

Costcutter retailers will receive up to a 6% rebate compared to Nisa’s 3% ‘It’s not right’

Costcutter terms deemed ‘unfair’ by Nisa retailers

by Alex Yau

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Terms which will give Costcutter retailers up to a 6% rebate on weekly orders have been described by Nisa retailers as “unfair”.

The rebate comes into effect at the same time as Costcutter’s supply deal with Co-op begins on 28 May. In comparison, several Nisa retailers told RN their net rebates amount to 3% on average, dependent on weekly spend, store standards and loyalty. The Costcutter rebate also contains no delivery surcharge, unlike

Nisa retailers who are subject to a charge depending on volume.

Sandip Patel, of Nisa Krystals Express in Southfields, said: “It’s not right, because Costcutter retailers are getting the better deal, despite Nisa being owned by Co-op.

“A few of us may have to get together to raise our concerns. However, we need to trust the Co-op will help Nisa retailers over the next few years.”

Ranjeet Chandi, of Nisa Buckden in Cambridgeshire, added: “It’s unfair. Co-op has taken

over Nisa, whereas Costcutter only has a supply deal. We all have access to the same range.”

A Nisa spokesman said: “Nisa’s rebate model is volume, product and range-specific. Any basic rebate comparison is flawed. Nisa’s total package offers great value, with leading prices, rebates and customer insights.”

The terms were revealed following official clearance of Co-op’s £143m takeover of Nisa. Speaking about the takeover, Co-op chief executive Jo Whitfield said: “Costcutter is its own busi-

ness and therefore they’ll set their own prices for their retailers.

“That’s not something we can influence, but we’ll ensure we do a great job for our Nisa partners. There will be offers and product opportunities unavailable to Costcutter retailers.”

Ms Whitfield declined to reveal more, but confirmed Nisa’s Heritage range is being retained alongside price reductions of up to 20% for certain products. Six roadshows will also take place in June to inform retailers of Co-op’s plans.

World Cup specials to be highest sellers

2018’s FIFA World Cup editions are expected to be the highest-selling issues of the year in the football magazine category, according to publishers.

Richard Guy, from football monthly When Saturday Comes, said: “The 2014’s pre-tournament issue was our biggest-selling

individual issue for eight years, and we’re hoping to repeat that. These bigger issues sell around double our standard newsstand sale, and we know some readers only buy WSC for these special issues, so availability is crucial.

“Support from independent newsgagents is vital in

achieving our sales targets, and Seymour works hard to place copies in the right outlets. We increase the cover price from £3.50 to £3.95, so there’s a bit extra for everyone,” he added.

FourFourTwo magazine launched their own World Cup special last week and has another issue released

on 6 June, to capitalise before the tournament starts eight days later. Global brand director Andy Jackson told RN: “Our tournament preview issues are always, along with our Season Preview double pack, the biggest-selling issues of the year, and this will be no different.”

Retailers celebrate 40th anniversary of store opening

NFRN retailers Ranjan and Sid Patel (centre and right), of Marsh Hill News in Hackney, are celebrating the 40th anniversary of their store’s opening, attributing its success to investment in new technologies. “We were the first shop in the area to have an Oyster card machine back when they used to stamp bus cards. On Monday mornings, we used to make £1,000 alone from it,” Mrs Patel said. The anniversary will be celebrated with a buffet and raffle attended by Meg Hillier MP.



Group wants to hear about retailers' experiences 'Real impact behind statistics is key'

NFRN backs MPs to push retail crime up agenda

by **Tom Gockelen-Kozlowski**
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Retailers' first-hand experiences of crime are as vital as statistics in moving the issue up the political agenda, the chair of a new all-party parliamentary group (APPG) for retail crime has told RN.

Speaking following the APPG's inaugural AGM, Stephen Hammond MP said: "Unless people hear the first-hand experiences, you just get numbers and statistics. The real impact behind the statistics is sometimes as important."

The formation of the group has been champi-

oned by the NFRN, whose president Linda Sood described the growing levels of theft and violent assaults against independent retailers as "soul destroying".

NFRN national councillor and the owner of Todmorden News, Muntazir Dipoti, said with banks and post offices shutting, stores are often the only places where larger amounts of cash are now held. "The criminals have realised it's less risk," he said.

Meanwhile, former NFRN president and Weston-super-Mare retailer Ray Monelle said: "We've had five armed robberies

and I've been beaten up twice, so it's personal."

Incoming national president Mike Mitchelson, of Mitchelson News in Cumbria, argued that a different bar needed to be applied to crimes against independent retailers as opposed to the multiples to reflect their smaller profit margins.

Mr Hammond went on to stress the need for the group to inform other members of parliament. "They will all have independent businesses in their constituencies so highlighting the problems those face while performing a vital community ser-

vice is key," he said, adding that the group's next steps were to get further cross-party support.

"We're going to invite the police minister to our next meeting, write to the police and crime commissioners, and then look at some of the other issues raised today," he said.

Attending the meeting alongside Mr Hammond were co-chair Damien Moore MP, David Hanson MP, Mark Francois MP and Steve McCabe MP.

A group of 26 MPs who didn't attend wrote to the APPG, apologising for their absence, but expressing sympathy with the cause.

Strong growth for Londis

Londis has attributed 19% growth to strong recruitment, the development of its chilled range and an enhanced promotions package.

Between April 2017 and March 2018, the group recruited 220 independent stores and 76 from national accounts, taking Londis store numbers up to 2,000. Like-for-like sales to Londis stores grew by 5%, non-tobacco sales by 26% and tobacco sales by 16%.

Martin Swadling, Londis brand director, said: "Our recruitment continued to be very strong with 296 stores joining Londis, and BRP also won the joint supply contract for MRH and Shell. The launch of our award-winning Discover the Choice range doubled sales in these categories and enhanced our chilled proposition. We also continued our focus on delivering a fantastic promotion package and making the most of events, with our Beer & Cider and Wine Festivals delivering incremental sales for Londis retailers."

● RN apologises for a mistake in our 11 May issue

Royal Wedding pre-mix drinks a tonic for sales

A retailer has attracted more customers to her spirit range by displaying pre-mix ready-to-drink cans as part of a larger Royal Wedding display. Steph Latham, of Spar Lostock Hall in Preston, said 80 cans of Gordon's Pink Gin & Tonic had already sold in the two weeks ahead of Prince Harry and Meghan Markle's big day. "This way, people can try the smaller cans first without spending £15 on a bottle," she said.



C-stores missing out on food to go sales

Convenience stores are missing out on sales of food to go, with the number of shopping trips that include food to go purchases dropping from 20% in 2014 to just 13% in 2018.

This is according to new research by data analysts at HIM, who

said the figures come at a time when food to go is growing in multiples and fast-food outlets.

Val Kirillovs, research and insights director at HIM, said to prevent retailers losing shoppers to the competition, the channel needs to "step up its game".

"Work is needed in areas such as freshness, ingredients' quality and health," he said.

Sarj Patel, of Pasture Lane Stores in Loughborough, said his food to go sales had declined by 5% since the collapse of delivered supplier Kerryfresh in March.

"One way to increase sales may be to offer food to go in price-marked packs," he said.

Umakant Patel, of Crown Wood Londis in Berkshire, said: "Having food to go as part of a meal deal that includes a hot drink is also an effective way to increase sales."

Amazon Go to expand

Amazon is expanding the trial of its checkout-free, grab-and-go grocery concept to two new US cities.

The retail giant's Amazon Go store in Seattle, which RN visited in February, will be joined by new shops in San Francisco and Chicago.

Amazon Go uses cameras and sensors to allow customers to shop without passing a checkout.

● Read more about Amazon Go at betterretailing.com/amazon-go-store

STORE LOOKBOOK



Best in class

Campus East is at the heart of the University of York's expansion and provides the perfect location for a new Nisa store. Yet managers Jackie North and Adam Viney have a strategy that will keep the tills busy even outside of term time. They speak to **Tom Gockelen-Kozlowski**

The University of York is growing fast and Campus East is at the epicentre. Receiving more than £500m in investment since 2000, this 117 hectare site is where the university has decided to locate its latest Nisa store.

"We have a store in Market Square in the main university site, but that's a mile away," says Jackie North, who manages the store with multi-site retail manager Adam Viney. "There's a free bus there, but the nearest shop is the garage here and that's where people were going," she says. "It's across a busy road and it's a bit dangerous. We needed something over here."

Unlike in other eras, catering for modern students means more than filling up on baked beans and cheap alcohol, and the new store reflects the health concerns and lifestyle choices of the student body.

"We've started stocking vegan cheese and gluten-free produce does really well. Students request things and we try to stock them," says Adam. While students today do seem to care more about their health than in previous generations, alcohol still represents 14.5% of total sales.

With students coming from abroad, at the start of the year the store stocks cutlery, duvets and kettles to meet the needs of those travelling light.

"Some students arrive and they've just got their suitcases," Jackie says.

International students also appreciate home comforts and Jackie, Adam and the team have built up a range of products, such as noodles from China, which students won't easily find elsewhere.

"We had a Chinese student working for us and we got him to check whether we were getting the right brands in – because we would never know," Jackie says.

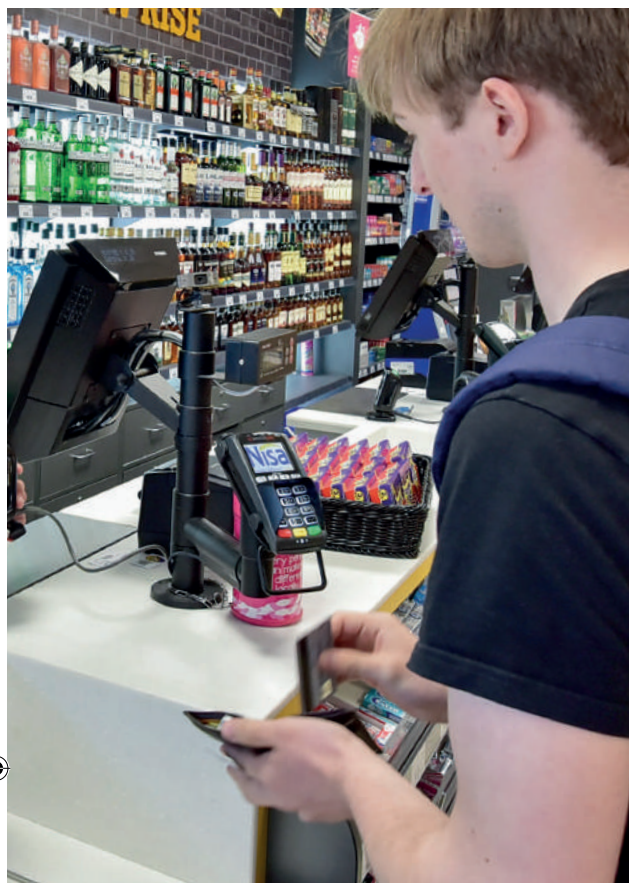
With most students living away from home for the first time, the store is trying to help these customers to budget and learn how to cook, too.

"We do recipe planners, budget meal cards and even pull in the head chef from the university's catering department. They might buy takeaways at first, but then they realise they're spending too much so they start cooking," Jackie says.

With the end of the summer term nearing, many university-based convenience stores must brace themselves for a substantial decline in sales as students leave their studies for as long as three months.

The team behind the store were determined that this would be limited and built relationships with the community to make this a local store for them, too. This has involved leaflet drops and an opening lunch day for residents. Even the rotation of the store, pointing out of the campus towards the road and a residential area, is designed to encourage these customers in.

“ We do recipe planners, budget meal cards and even pull in the head chef from the university ADAM VINEY



STORE TOUR

- 1 Adam says known, trusted brands are preferred by students, particularly when it comes to stocking up for parties and socialising
- 2 To help students budget, the store offers recipes and teams up with the university chef to offer cooking lessons
- 3 To compete with Greggs next door, the store invested heavily in its coffee machine to offer a premium service
- 4 Adam oversees two other Nisa stores owned by the university

INFORMATION

Location

University of York, Kimberlow Rise Retail Park, Campus East

Size

2,950sq ft

Average basket

£5.50

Number of staff

16 part-time, plus 6 full-time

Weekly turnover

£37,000



STORE LOOKBOOK



"In our Market Square store everyone is welcome, but people outside the university don't feel they can go here," says Jackie.

"That's why we've gone with the Nisa name outside with this store, too – the Market Square store has the University of York signage," Adam says.

Nisa's Making a Difference Locally charity initiative has also helped cement the store's local credentials. Shoppers can choose a charity to support while nearby charities can put themselves forward, too.

"When we opened, we donated £500 to York Down Syndrome Group, providing funding for someone to teach sign language to children," Adam says.

The store has also adapted its range and services to meet residents' needs and is the only University-owned store where newspapers and the Lottery are available.

With a doctor's surgery, an Indian restaurant and a Greggs all part of the same new retail complex, it adds up to a formidable boost to the local economy and, the team hopes, to the quality of life for students and nearby residents alike.

"Locals looked over fields before the campus was built," Jackie says. "So, this store's giving something back, in a way." ●



Want to see more of Jackie and Adam's store? Go to betterretailing.com/nisa-york-university

STORE TOUR

5 Fresh fruit and vegetables are popular with students and as term goes on, more students cook from scratch as their funds dwindle

6 A former student employee helped build a range of Chinese home comforts for the university's many international students



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SYMBOL NEWS

Suppliers must fight for space

Third-party suppliers will have to “fight even harder” to get shelf space as own-label products grow across independent convenience, an ex-Nisa and Costcutter marketing director has warned.

Ian Bishop, who worked at Costcutter and Nisa between 2010 and 2016, said: “Brand owners will have to fight even harder as mega goliath wholesalers want more own-brand in convenience.

“Not only will suppliers be asked for better terms, but they will have to fight for their space.”

Raj Aggarwal, of Spar Hackenthorpe in Sheffield, said: “Own-label products are important because they offer upwards of 25% profit margin and make up a fifth of our total sales. Total own-label sales grow 3% each year, too.”

Spar own-label snack rebrand

Spar has rebranded its own-label crisps and snacks products with the addition of seven products and a redesign across the entire range.

The additional lines, which are supported by PoS material, include £1 pricemarked packs of Sour Cream & Chive Party Mix, Salt & Black Pepper Party Mix and Salted Pretzels. Other additions include 39p pricemarked packs of Nacho Cheese Bites and Sticky BBQ Rib Bites.

Spar UK head of brand Cath McIlwham said: “In line with trends in the market, we have expanded our sharing and impulse crisps range, creating a great incremental sales opportunity for our retailers.”



Pictured (l-r): Coca-Cola European Partners wholesale and convenience sales director Gary Black, Budgens brand director Mike Baker and HIM client development manager Harpreet Kalsi

Booker wins big at HIM Awards

Booker Wholesale picked up four trophies at HIM's annual awards at London's Tobacco Dock on 9 May. Budgens won Shoppers' Favourite Impulse Convenience Retailer of the Year, while Premier collected three awards. There were 16 awards in total, with Best-one, Today's Group and Spar also among the winners. More than 400 retailers, wholesalers and suppliers attended the ceremony. Each winner was chosen from interviews with 20,000 shoppers across 1,400 stores in the UK over the past year.

Device will reduce charging time from hours to minutes ‘We’re working to trial a solution’

Electric vehicle trial to bring in more customers

by Alex Yau

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Forecourt operator MRH has revealed a partnership with a supplier to trial an electric vehicle (EV) charger designed to attract more customers by removing the “massive barrier” of long charging times.

According to the group's retail managing director, Andy Cresswell, the device can reduce the time it takes to charge an electric car from hours to 15 minutes.

Mr Cresswell said: “We are absolutely looking at EV

charging, but the time it takes for an electric car to charge is a massive barrier.

“An average small electric car takes hours to charge, but we’re working with a supplier to trial a solution which could reduce this time to 15 minutes.”

Mr Cresswell would not reveal who the partner supplier was. However, he confirmed the trial will likely launch at one of MRH's forecourts in Dartford in September.

According to government figures, alongside those of eight major car

manufacturers, the number of electric cars registered last year grew annually from 36,535 to 46,522. There are currently 16,361 EV charging points in the UK. However, there are no official figures to indicate how many points are currently based on forecourts.

David Charman, of Spar Parkfoot Garage in Kent, said EV chargers currently do not offer an attractive enough business model. “They have been on our radar, but the return isn't great enough yet.

“The required invest-

ment is too high and I doubt smaller retailers would be able to benefit. We've been approached by suppliers who said we'd get a return over a 20-year period, but that's too long. The return has to be over a few years.”

Mr Cresswell, who was speaking to attendees at the HIM Convenience Conference in London, added petrol and diesel fuels will still remain a primary commodity for forecourt retailers. “We are confident in the coming years that traditional fuel will remain important,” he said.

Embrace coffee shop trends to offset declines

Spar UK managing director Debbie Robinson has urged independent retailers to embrace coffee shop-style trends to help offset declines in other categories.

Ms Robinson told attendees at the HIM Convenience Conference there are opportunities for retailers to grab share from the food

and drinks industry. “More coffee shops are starting to flog their stuff in our shops and we've got to go and get a little bit more of that important share.

“We should embrace the business models of internet start-ups and offer customers wi-fi access. The customers might stay for three

hours, but great product ideas might come through if we embrace that.”

Ms Robinson added categories such as news and magazines alongside confectionery and soft drinks face “enormous challenges and can be replaced by much higher-value products”.

Peter Lamb, of Lambs Larder in Tunbridge Wells, told RN he sells 30,000 coffees a year. “Coffee is definitely a big sales driver and customers normally buy an accompanying snack.

“The store also has free wi-fi. Sometimes customers spend hours here if their own internet goes down.”

NEWS & MAGS

Growth of online publications still muted 'Print is the biggest part of our business'

Print still a larger revenue generator over digital

by **Marcello Perricone**

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Print is still the largest growing revenue sector in the newstrade, according to four chief executives of major publishing companies.

Speaking at the Professional Publishers Association 2018 Festival in Tobacco Dock, London, last week, senior figures from Bauer Media, Immediate Media, Hearst UK, and Shortlist Media reflected on the continuing health of print compared to the muted growth of digital, which they said had not

delivered to the extent publishers had expected.

"I consider our company a content-first platform. Print is the biggest part of our business," said Rob Munro-Hall, chief executive of Bauer Media.

"There is no point launching a product that's not going to the newsstands. Launching titles is harder than it has been, but in five years, we launched eight magazines and all are still going."

Immediate Media's Tom Bureau agreed. "With three or four million customers who buy from newsagents, print is still

a growth platform for us. Ads are important, but 85% of our revenue doesn't come from them."

Speculating on the future, all panellists seemed less confident about the direction of print going forward, but remained adamant it was currently an "essential" part of the business and emphasised the need to connect with consumers on a more personal level.

"Our plan is turning casual readers and users into loyal consumers," said James Wildman, chief executive of Hearst UK. "With the media in

crisis and decline, there are innovations going on all the time, so we want to become more consumer-centred instead of ad-centric."

Mr Bureau agreed: "People are such a finite resource, so our plan is to entertain, educate, and only then transact. A company falls apart very quickly if it can't take risks."

Ella Dolphin, chief executive of Shortlist Media, added: "One thing I've learned is to look three years into the future. Things have a lot of oxygen in year one, but they don't always work out."

Stands 'integral' to news

Newsstands remain the most "integral part of business", according to a senior magazine industry figure.

Speaking at the 2018 Professional Publisher's Association Festival, group managing director Adrian Hughes said: "Subscribers are a good indication of the health of the publication, but newsstands are still the primary source of revenue", with an estimated £1.1bn across the industry.

According to HIM, specialist magazines can help sales by being placed near a relevant product range.

Focusing on the value independents bring, Mr Hughes said: "The main difference between independents and multiples is communication. It's about how we can help each other."

NFRN members tour Menzies depot

A group of independent retailers from the NFRN South East, London, and Eastern Counties districts built their understanding of the news supply chain during a tour of Menzies Distribution depot in Maidstone last week.

The joint initiative between the NFRN and Menzies allowed the 28 retailers to ask questions and learn more about the distributor's operations.

Brian Murphy, NFRN head of news and magazines, said: "This visit gave retail customers served by Menzies a chance to understand the packing and returns process. It also gave them a chance to see the scale of the business and gain a better understanding of why bunching occurs."

He added: "These trade days are a fabulous networking opportunity and those attending can meet district officials and



NFRN staff and renew acquaintances."

North West Kent member Jeet Chopra said: "It was a very positive day as Menzies management took retailers around the

warehouse for a better understanding of the logistics of packing magazines."

Further trade days are planned between now and the end of the year

with both Menzies and Smiths News.

An event will also take place on 11 October at Menzies Belfast and on 29 November at Menzies Dublin.

Look shuts after 11 years

Fashion and celebrity magazine Look has been closed by publisher Time Inc due to struggling sales, after 11 years of publication.

Launched in February 2007, the magazine sold more than 300,000 copies a week at its apex. However, sales had fallen to 57,110 copies a week according to the latest ABC figures, with Look having the biggest year-on-year decline of women's magazines in the last six months of 2017.

Time Inc's managing director Justine Southall attributed the decline to a change in audience's habits, claiming: "They're consuming media via screens and accessing numerous digital sources for fashion and celebrity content."

YOUR NEWS

NewstrAid extends helpline

NewstrAid, the charity supporting the newstrade, is to extend a helpline and therapy service for distressed retailers for a further 12 months.

The Anxiety Support Service, run in partnership with Anxiety UK, has helped 15 households through provision of one-to-one therapy since it began in April 2017.

"We've helped people cope with the loss of loved ones, family breakdown and victims of crime suffering post-traumatic stress," said Sinead Flood, NewstrAid's welfare manager.

Ms Flood said use of the helpline had been lower than expected, but this may in part be due to the stigma around mental health.

"We'd like to see more people coming forward to use the service," she added.

Retailers can call the helpline on 0800 138 6552.

Email scam warning

Retailers are being warned about email scams that purport to offer rebates on tax returns after a spate of fraudsters have scammed people out of their savings.

According to HMRC, to coincide with the processing of tax refunds after the end of the 2017/18 tax year, criminals are taking advantage by sending out scam emails and SMS messages asking for account and personal details.

Mel Stride MP, the financial secretary to the treasury, said: "HMRC only informs you about tax refunds by post or your pay via your employer. All emails, text messages or voicemail messages saying you have a tax refund are a scam."

Front row (l-r): Tim Farmer, Jane Ralley, Lisa McGee Middle row (l-r): Rachel Sherlock, Nicola Freeman, Reece Cutts Back row: Marie Sinclair



Spar team raises £750 for the NSPCC through sponsored walk

Seven colleagues from Spar Holmewood raised £750 through a 15-mile sponsored walk from the Chesterfield store to Spar stores in Hasland, Wingerworth, Walton, Ashgate, Newbold and Inkersall. The money, raised through sponsorship and in-store donations, will go to the National Society for the Prevention of Cruelty to Children (NSPCC) – Blakemore Retail's charity partner. Holmewood store manager Tim Farmer said: "The team enjoyed the day so much we are already planning another walk for September."

NFRN South West district president: 'They need to encourage people into towns with free parking'

Increased parking charges a risk to Somerset economy

by Helena Drakakis

helena.drakakis@newtrade.co.uk

NFRN retailers across Somerset fear increased car-parking charges and a threat to free Sunday parking will lead to further migration of customers from town centres.

North Somerset District Council has brought its Monday to Saturday on-street parking charges forward from 9am to 8am while charges have increased by between 15% and 20% on parking up to 24 hours. A Sunday charge, which is currently free, is under review.

Derek Cook, NFRN South West district president, said increased charges would drive people away from already-struggling town centres. "Councils are only interested in today, not the future. They need to encourage people into towns with things like free parking for a couple of hours. More customers would attract retailers to open new stores, too," he said. Mr Cook added restrictions to free parking in his own town, Devizes, were also expected.

Meanwhile, in Yeovil a proposed parking charge hike and Sunday charge

have been put on hold. South Somerset District Council had wanted to introduce a £1 Sunday flat-rate and a 10% increase from Monday to Saturday.

A council spokesperson confirmed changes will now be implemented in July 2019, with plans to increase the charge every four years.

NFRN member Teresa Marshall, who runs Crofton Stores near the town centre, said she believed it would further discourage visitors.

"There's no Sunday bus service into Yeovil, so if people have to pay to park

there is every chance they will go elsewhere. Yeovil's town centre is already in decline due to rising rents. I can't see this helping."

Labour councillor for Yeovil South Terry Ledlie urged the council to create a better plan to raise revenue that didn't put the local economy at risk.

He said: "In nearby centres like Radstock and Dorchester, car parking is free at weekends. South Somerset District Council must look after its local retailers. If the council must increase charges, why not consider having the first hour of parking free?"

Retiring retailer to give business away

A North Wales retailer who has been forced to retire due to ill health has launched a bid to attract a successor by giving her business away free of charge.

Kath Hitchen, who ran the K.A.T.H. Lifestyle Express in Caernarfon, was struck down with

pancreatitis four months ago and says she is too ill to continue.

"I've been running the business for two years and it has been really successful, I have enjoyed myself and I have made a lot of friends. I am really sad to give it up," she said.

With a further eight

years left on the lease, Ms Hitchen is offering it to any budding retailer willing to take it on providing the new owner covers the annual lease, £650 monthly rent and around £300 in business rates, plus utility bills.

Ms Hitchen ploughed £120,000 into fixtures

and fittings, and says any new owner would be taking over a business with a good reputation and many regular customers.

Ms Hitchen was awarded Blakemore's Regional Retailer of the Year in 2016.

● Find out how to get in touch with Ms Hitchen by calling RN on 020 7689 3358

BRAND SNAPSHOT



Wine to fall in love with

This summer, Accolade Wines' Echo Falls is partnering up with reality TV show Love Island by featuring the show's logo on every bottle.



Udderly good promotion

Shaken Udder's new on-pack promotion offers shoppers the chance to win £1,000 with each purchase of a milkshake.



A peachy new range

Dexeters' new three-for-£1 range includes sweets such as Gummy Lines, Jelly Beans, Mallows, Liquorice, Peach Rings and Sour Worms.



Reinventing the wheel

New Wagon Wheels Teacakes by Burton's Biscuit Co are an afternoon snack, available in outers of 14, containing eight teacakes per pack.



See the light

Highland Park, by Edrington-Beam Suntory, has added The Light to its portfolio – a 17-year-old single malt Scotch whisky with an RRP of £190.



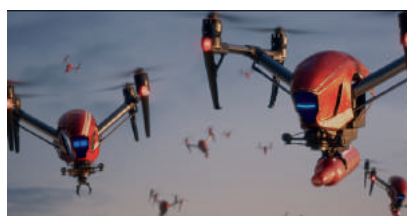
A sandwich fit for royalty

Adelie Foods' Urban Eat Coronation Chicken sandwich has been brought back this year, just in time for the Royal Wedding.



Stella is holding court

AB InBev's new limited edition packaging for Stella Artois coincides with its partnership with the annual Wimbledon tennis championship.



An ad to drone on about

Budweiser is sponsoring the FIFA World Cup 2018 and has premiered its TV advertising campaign called 'Light Up the FIFA World Cup'.



Celebrate with chocolate

To celebrate the wedding of Prince Harry and Meghan Markle, Pladis has added a Chocolate Fudge Brownie variant to its McVitie's portfolio.

PRODUCT TRENDS

Ice cream sales get boost

Sales of ice cream have increased by 5% in the past month, with take-home formats, such as individual multipacks, proving the most popular purchase, a retailer has told RN.

Sudesh Patel, of Coulsdon Londis in London, said Magnum and Cornetto are two of his best-selling brands.

"Sales tend to pick up after 3pm and I've noticed white chocolate flavours doing really well. On average, people spend £2 per visit," he said.

Damien Kennedy, founder of protein ice cream brand Wheyhey, said the total ice cream category is growing at 3.9% year-on-year. Within this, take-home formats are driving sales growth at 4.9% year-on-year.

"Individual multipacks are growing at 78% year-on-year," he said.

First Tic Tac ad in five years

Ferrero UK has premiered its first TV advert in five years for its core Tic Tac portfolio, which will be running until mid-June.

The advert, which has the tagline 'Open Up', features the brand's Fresh Mint, Lime & Orange, Strawberry Fields, and Mint Rush variants.

Levi Boorer, customer development director at Ferrero UK and Ireland, said: "Sugar confectionery is an important impulse sales opportunity, with 2.9 million UK households buying into the category in 2017. The new campaign helps us to relate to our target market and is a reminder of the fun personality the brand has."



New tobacco laws lead to slimmer retail offerings

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

Retailers and wholesalers are increasingly rethinking their tobacco ranges, while price remains a key factor in staying competitive, one year on from EUTPD II and the UK's standardised packaging law coming into effect.

The legislation saw the introduction of plain packaging on cigarettes and a ban on 10-packs; a 30g minimum weight

was also introduced for roll-your-own tobacco products.

Nitin Mandalia, a buyer at London's Chetan Wholesalers, said the wholesaler now sells packets in outers of five, as opposed to the 10 in which they come. This has increased sales of tobacco by 20%.

"Selling smaller outers makes it more affordable for retailers. This has resulted in increased sales, because retailers are now

looking for smaller quantities to buy," he said.

However, John Hanna, of Smokemart in Brighton, believes he has lost 40% of his total tobacco trade since the new regulations were introduced.

"Before the legislation, we used to stock all the premium specialised tobacco products, but now trade has gone down, we have had to cut back and streamline," he said.

Andrew Miller, head of field sales at Imperial To-

bacco, said: "Rising prices have overall contributed to a decrease in tobacco sales, as many adult smokers continue to seek maximum value in terms of their tobacco purchases."

Andy Stevens, head of sales at JTI, added that price is key for consumers. "To remain competitive, retailers should sell at RRP or below."

According to research by the Scandinavian Tobacco Group, the market is declining 10% year-on-year.

Wine drinkers trade up to mid-range

The value share of wines priced between £7 and £9.99 has increased by 23.7% in the off-trade year-on-year, as spending in the category has increased, Accolade Wines has revealed.

Andrew Nunney, category, shopper and insights director at Accolade

Wines, said this reflects changing habits, as more consumers are drinking less, but trading up on the wine they do buy.

Ben Smith, head of communications at Concha y Toro, said shoppers tend to spend a little more on wines when buying them as gifts, which is

also fuelling the demand for fine wines.

Ian Sweetlove, of Bargain Booze in Essex, said this trend is most notable among businessmen.

"The Guv'nor, which costs £9.99, is selling well at the moment. It's one of our premium bottles," he said.

Maz Amin, of One Stop Canterbury Stores in Canterbury, said stocking premium wines allows him to demonstrate his store caters for all shoppers and has a wide range.

"Now, one of our most popular wines is a Spanish Rioja that costs £7.99," he said.

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FLAVOUR

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RUM WITH
A SPLASH
OF SUN

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Créateurs de convivialité

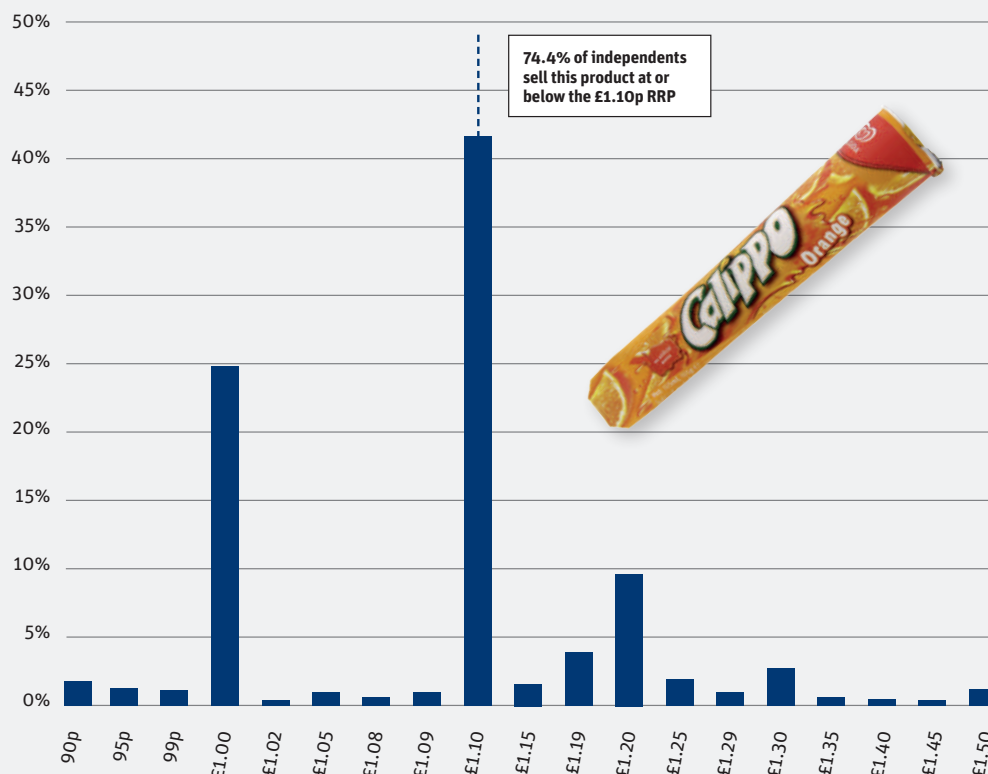
Enjoy responsibly drinkaware.co.uk for the facts

PRICEWATCH

Profit checker Ice cream/lollies

Price checker

CALIPPO ORANGE Price distribution %



PRODUCT

Magnum Classic
110ml

Magnum White Chocolate
110ml

Magnum Double Chocolate
88ml

Magnum Double Raspberry
88ml

Calippo Orange
105ml

Twister
80ml

Feast
90ml

Magnum Mint
100ml three-pack

Solero Exotic
90ml

Cornetto Strawberry
120ml

Bobby's Ice Snapper

Classic White Ice Cream
120ml

Analysis

After a long winter, all it takes is a few sunny days to drive adults and children alike into stores, on the hunt for a frozen treat.

Ice cream and lollies are a competitive impulse category, with a

large majority of the retailers we surveyed sticking to RRP. Across the UK, 41.4% of our sample chose to price Calippo Orange at Booker's RRP of £1.10.

The next-biggest trend was to

undercut RRP, with 24.7% opting to price the product at £1. Meanwhile, a few retailers – 9.6% – chose to price at £1.20.

Retailers we spoke to warned that knowing your local market is key.

How we drive our profit

Anish Panchmatia

STORE Spar Wyld Green
LOCATION Sutton Coldfield
SIZE 3,000sq ft
TYPE main road

TOP TIP
Focus on local suppliers because they can help you offer a point of difference



We get our ice cream from a variety of sources, including local suppliers and wholesalers such as Booker and Blakemore. We tend to aim for margins of 30%. Although we have more well-known brands, such as Magnum, we always focus on promoting our ice cream parlour, which has more specialist brands, such as Kelly's or Gelato Gold. We're the only shop in the area with an ice cream parlour and this gives us a point of difference. Summer is really good because our sales can grow from £400 per week to £600 per week because of the parlour.

Keith Tomes

STORE Costcutter & The Food Shop
LOCATION Swanage, Dorset
SIZE 1,000sq ft
TYPE high street

TOP TIP
Try sticking to the RRP if you are not in a tourist hotspot to stay competitive



We are in Swanage, a popular seaside resort in Dorset, but we are about a mile away from the seafront. There, retailers can charge much higher prices for ice creams because shoppers don't tend to consider price so much, but here we have to be competitive. I stick to the RRP across my ice cream and ice lolly products. Customers for this category are split about 50/50 between children and adults, and we are close to a school, so in the summer months we often get children picking an ice cream up on the way home from school.

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 020 7689 3358
 @AlexYau_RN

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE IN NORFOLK SEA-SIDE TOWN	RETAILER 2 OFF-LICENCE IN SUBURB OF DERBY	RETAILER 3 SMALL C-STORE IN HIGH STREET OF LARGE SOUTH WALES TOWN	RETAILER 4 LOCAL STORE IN DORSET VILLAGE	RETAILER 5 POST OFFICE AND NEWSAGENT IN NORTH YORK-SHIRE VILLAGE	RETAILER 6 LARGE SHOP IN RESIDENTIAL STREET OF SOUTH WEST LONDON
£1.90	£1.90	£2.00	£1.85	£1.90	£1.90	£2.00	£1.90
£1.91	£1.90	£2.00	£1.87	£1.90	£1.90	£2.00	£1.90
£1.96	£2.00	£2.00	–	£2.00	£2.00	£2.00	–
£1.94	£2.00	£2.00	£2.00	£2.00	£1.90	£2.00	£1.90
£1.11	£1.10	£1.20	£1.10	£1.10	£1.10	£1.00	£1.10
£1.12	£1.10	£1.35	£1.10	£1.10	£1.00	£1.20	£1.00
£1.08	£1.00	£1.20	£1.00	£1.00	£1.00	£1.10	£1.00
£1.92	£1.90	£2.00	£1.90	£1.90	£1.90	£2.00	–
£1.41	£1.40	£1.60	£1.40	£1.40	£1.40	£1.35	£1.40
£1.40	£1.40	£1.90	–	£1.40	£1.40	£1.50	£1.31
30p	30p	–	–	–	–	–	30p
75p	75p	–	75p	–	–	–	–

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Jeet Bansi

Londis Meon Vale,
Stratford-Upon-Avon

Stera UHT
sterilised whole
milk (£1.29
for 500ml)



Where did you discover it?

I struck a relationship with Stera following recommendations from customers. I like to have a good range from local suppliers because it helps create a point of difference. The farm which produces the milk isn't far from my store and years of selling it means I know it like the back of my hand.

Who buys it?

Sterilised milk has been a favourite in the area for generations and many local residents will favour it over more conventional products from other suppliers. As a result, it's popular with older customers. Younger customers also buy it because their parents and grandparents will have passed on the knowledge of it as they were growing up.

Why is it so successful?

Local residents have grown accustomed to it over the past few decades. However, I doubt they'd sell well outside of the area because sterilised milk is only really known in this region. Due to the process when making it, sterilised milk is trusted by customers as being a cleaner alternative. It has a decent shelf life and is affordable, too. We normally sell a case of 24 bottles a week.

Kishore Chandarana

STORE Tara's Londis
LOCATION High Wycombe
SIZE 600sq ft
TYPE parade

TOP TIP

If a product isn't selling as well as you'd hoped, price it below RRP to shift the stock



We sell Calippos at the £1.10 RRP, but we don't go with the RRP across all our ice cream products. We mix and match pricing to keep as many customers as possible happy. For instance, we sell low-margin, value products which generate a high rate of sale – such as value ice lollies which we sell on a 'four for 50p' deal – and then also offer more premium ice cream products with a higher price and margin. If there are price-marked products available from our suppliers, we always opt to stock those as customers respond well to price-marked products.

Harj Dhasee

STORE Nisa Village Stores
LOCATION Mickleton, Gloucester
SIZE 1,600sq ft
TYPE high street

TOP TIP

Impulse is the key – place the ice creams near the front of the store



I get my ice cream from Nisa and normally add 10p on top of RRP across the range, which gives me average margins of 20%. I don't get much passing trade in the area and I rely on the local residents to purchase the products. There isn't much competition nearby, which helps, because I'm a destination for ice cream in the area. We're near the countryside and a lot of residents go on walks. We normally see a 30% uplift during summer because they want something refreshing either during or after their walk, and they'll come into the shop once they see it.

YOUR VIEWS

How can cuts like these be justified?

How can Trinity Mirror justify their margin cuts? When they increased Cambridge News by 10p to 75p, they cut our margins so we profited less than we did when the paper was 65p. Our profit made on each copy is now only between 17% and 18%, which is disgusting – this has been the case since January.

I am losing out on a lot of money and have stopped encouraging my shoppers on my rounds to continue supporting the paper. I can understand a slight drop in profit margins, but Trinity Mirror have been very greedy. I would like to know what John Howard has to say to this.

Ian Williams
WH Smiths, Newmarket

John Howard, newspaper sales director for Mirror Nationals, said:

"We are committed to the long-term health of all of our regional newspapers and echo the thoughts of our own prime minister on this subject."

"However, to sustain the offer, we have to invest in

content as the advertising market remains a challenge. Our titles have to be viable: we are not like the BBC local websites which are effectively given money by licence payers.

"Following a review in Cambridge, a decision was made to increase the cover price by 10p in January. Historically, there were many variable rates that needed some form of streamlining. We guaranteed that all agents saw an increase in pence, but accept the percentage position that Mr Williams takes.

"In the field, we are actively targeting readers with compelling subscription offers and newsagents are being encouraged to take part. Mr Williams, I'd suggest, would be a perfect fit for this activity. We shall be in touch."

Help save our high street

Islington council needs to do more to improve our local high street. Already, one in eight units is empty or changing staff.

For starters, I'd like to see more parking facilities, because parking is very expensive and this is pushing shoppers away.

Currently, no conversation is taking place, and I would like to set up a meeting with the council and other retailers to share our concerns and talk about ideas, such as setting up pop-up shops, to help save our high street.

Paul Gardner

Budgens of Islington, London

Councillor Asima Shaikh, executive member for economic development at Islington Council, said:

"We value our independent businesses, which underpin our vibrant high streets and town centres. We have dedicated town centre and economic development teams and carry out lots of work to support traders. We are providing rates relief where we can and adding to the voice of local businesses lobbying government. With our business community, we secured a 14,000 signature petition requesting relief for our traders."

"We are dedicated to the long-term welfare of all our high streets and are disappointed Mr Gardner feels let down – we have worked closely with him for a number of years. I am more than happy to meet him with our officers to discuss ideas on how we can help support and strengthen the businesses of Upper Street in future."

VIEW FROM THE COUNTER with Mike Brown



When my youngest daughter Emma returned from her paper round the other day, I was serving behind the counter wearing my suit. After the usual friendly banter from customers about attending a funeral or making a court appearance she asked where I was going. I had a meeting with my newspaper wholesaler Menzies.

"Why?" she asked. Well, we (the NFRN) have regular meetings with Menzies to discuss service issues and iron out any problems. The stark reality is that my shop would find it difficult to survive without HND, so a good service from my wholesaler is vital. I – and I'm sure the 7,000 newsagents nationally who offer this service – felt enormous empathy with Guy Wright, the Brighton newsagent who decided to close his shop recently after communication with his wholesaler had broken down beyond repair.

This week, I lost one of my 'marquee' customers who has moved out of the area. Marquee customers visit the shop every day. Their spend is higher than the average customer's, usually because they smoke and are extremely loyal. When I took over the shop, the previous owner said I would be 'all right' (he meant financially) and I would make a lot of friends. Both have been true so I will miss this gentleman, both as a customer and a friend.

I received four Guardian-branded news bags the other day for helping to promote the Guardian and Observer in my shop. Using the PoS kits provided, our efforts seem to have paid off because sales have increased 7% since the papers relaunched in tabloid format.

YOUR SAY How are people in your area working together to save your local high street?



Joe Williams

Spar The Village Shop, Hook Norton, Oxfordshire
We work with other independent businesses to reduce the likelihood of customers leaving the village to go to a big supermarket on its outskirts. For example, we've partnered with Hook Norton Butchers to stock some of their cheeses and meats, and sell their products when they're closed on a Monday. This raises awareness and encourages customers to spend more with them.

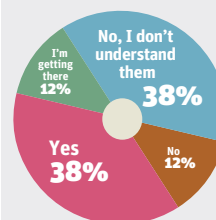
Bill Palmer and Eloise Capocci

Magazine Heaven, Rushden
Lakes Shopping Centre
Some of the retailers in our high street have already closed, and the remaining ones try to find ways to engage with us. The local florist, for example, gives us fresh flowers every week to put on our coffee tables, and we will give discount cards for her store. This shopping centre development can affect the high street slightly, so we look into ways we can work together to support each other.

Anita Nye

Premier Eldred Drive Store, Orpington, Kent
In the past six months, the number of charity shops has gone down from eight to three, and a lot more businesses are being driven out. There used to be quite a few independent retailers in the high street, but they also are moving out because rents are too high. The council needs to lower the amount, because at the moment, I can't imagine they are making any money with all the empty shops around.

RN READER POLL



Are you ready for the new GDPR regulations on 25 May?

NEXT WEEK'S QUESTION

Have you rationalised your tobacco stock one year on from EUTPD II?

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For further enquiries please contact Steve Hodson, Trading Controller on
T: 01302260525 E: steve.hodson@todays.co.uk

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ACADEMY IN ACTION



Service to the Community

In part 10 of a 12-week programme, the IAA – and its category partner Booker Wholesale – help retailer Seelan Thambirajah improve his service to the community



Name Seelan Thambirajah
Shop Premier Gostwick Road
Location Bedford
Size 1,800sq ft
Staff 4 full-time, 4 part-time

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



This part of our weekly guide to improving your business with the IAA focuses on making contributions to your local area. Being active in the community you serve can raise awareness among local residents, drive loyalty and help you become the main grocery destination in the area.

Our category guide on the page opposite will show you how Seelan Thambirajah improved his business with Martyn Parkinson, brand director for Premier at category partner Booker Wholesale, using an action plan based on IAA benchmarking criteria.

Seelan opened his 1,800sq ft shop, located in a suburb of Bedford, at the start of April and transformed it from a rundown newsagent to a modern store at the centre of a local community. The shop's appearance has improved considerably and also benefits from a customer base which consists of working-class families alongside two nearby schools.

Want to see more?

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



WHY I TAKE PART

“Having expert information supplied to me and working with the IAA is really valuable because it's helping me develop my business. It's useful to have this personal communication. Before I took over the store, it had been in the local community for years, and I want to use the help offered by Booker Wholesale to increase its reputation and make the store stand out further to more customers.”

IAA ADVICE

Seelan's challenge: Becoming a one-stop shop by offering services

Seelan has the advantage of being the only convenience store in the cul-de-sac and attracts residents with core services such as a free cash machine, PayPoint and the National Lottery. Will additional services boost sales?



Martyn says: "Customers based in residential and suburban areas will be especially attracted to products such as a cash machine or PayPoint because they allow them to top-up utilities and other vital services. Seelan has a big opportunity here as the only convenience store in the area and he can build on this by asking customers if they want any additional services."

Action Leave a suggestion box by the till for services customers want to see in the shop and encourage staff to ask for their thoughts.

Seelan's challenge: Supporting and promoting local initiatives and campaigns

The two primary schools nearby Seelan's shop, alongside families living close by, give him plenty of opportunity to engage with the local community. How should he decide what is best to support and how to get started?



Martyn says: "Community spirit and special events are a really effective way of increasing potential sales. Seelan can establish a relationship with nearby schools to find out if they have any causes the shop can help fundraise for. Not only will the charitable spirit give the store a good reputation, but the schools will likely ask if it can supply any products for future events."

Action Speak regularly to headmasters of nearby schools to enquire about opportunities for partnerships and charitable events.

Seelan's challenge: Sharing his store's hard work and success

Seelan has a Facebook page for the store, but this is only providing basic information such as opening hours. Can he attract additional footfall by being more proactive with what he posts throughout the week?



Martyn says: "Facebook is a powerful tool for attracting customers. Seelan can get free advertising for his store by posting pictures of events he has been involved with, such as photos of the school football team wearing kits donated by the shop. Residents will gain good impressions of the shop and are more likely to tell their friends and family about it."

Action Post photos and videos of your involvement with community events and charities on Facebook to raise your profile.

PARTNER ADVICE

Seelan's shop benefits from being at the centre of a big working-class community with many families. There are opportunities for him to raise his reputation through more proactive involvement in events, such as school sports days or coffee mornings.

Martyn Parkinson
 Brand Director – Premier
 Booker Wholesale



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



Offering services to make you a one-stop shop

- ☐ Do you offer free services like mobile top-ups, bill payments or home delivery?
- ☐ Do you offer premium services like gift wrapping or a free-to-use ATM?
- ☐ Do you work with other businesses to offer services like parcel pick-up/drop-off or dry cleaning?

Being generous through charity work and fundraising

- ☐ Do you collect donations for local charities/ good causes?
- ☐ Do you or your staff take part in community fundraising events like fun runs?
- ☐ Do you work with suppliers to organise or donate product to local events?

Supporting and promoting local initiatives or campaigns

- ☐ Do you promote local initiatives through a community notice board?
- ☐ Do you regularly support a local school, club, society or organisation?
- ☐ Do you or your staff volunteer their time to help local organisations or campaigns?

Planning and budgeting to ensure success

- ☐ Do you have a plan for the events, initiatives and campaigns you will back?
- ☐ Do you have processes in place for how you will contribute to your community?
- ☐ Do you have a budget to support local events, initiatives and campaigns?

Sharing successes so your hard work is noticed

- ☐ Do you share how much you raised in-store and thank people for their generosity?
- ☐ Do you share photos and videos of the events you take part in on social media?
- ☐ Do you get free coverage in local papers or websites by sharing what you've done?

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: In-store Display

FORMAT FOCUS

How to grow impulse sales in 2018

Promoting unexpected, additional sales has been at the heart of independent retailers' strategies for as long as there have been independent retailers. **Olivia Gagan** finds out what driving impulse sales means in 2018



CCEP, like other manufacturers, brought out many new products ahead of the sugar tax



TIE IN IMPULSE WITH EVENTS

The Premier League may have ended last weekend, but with the World Cup kicking off in a matter of weeks, Mondelez is running a football-themed Cadbury promotion to "drive sales of singles bars".

Running until 30 June, the on-pack promotion offers 13 consumers the chance to play five-a-side football with Thierry Henry, Shay Given, Jamie Redknapp and others.

Prizes of £1,000 are also available, and Susan Nash, trade communications manager at Mondelez International, says retailers who get involved can also take advantage.

"The competition offers participating retailers a way to win, too – for store owners who stock the participating products and display PoS material, Mondelez will match the value of each cash prize for retailers where winning packs are purchased."

Magazines also benefit from connections with events. Mark Ansell, of Liskeard News, Cornwall, makes sure he gets his store ready for any upcoming sporting events: "We theme an impulse display around events and plan ahead for these. When the Tour de France comes up, for example, we do a cycling magazine display," he says.

WORK WITH THE SEASONS

The impulse item customers might be interested in can change depending on the time of year: in the summer it might be a soft drink or an ice cream. But in the winter it is a hot drink or even a pair of gloves.

Mark Ansell sees the arrival of spring and summer as an opportunity to capitalise on customers' perennial green-fingered ambitions.

"At the moment, we have a BBC Gardeners' World display, because we saw they would be offering two-for-one entry to UK garden attractions. Last year, a similar promotion caused a big uplift in sales and we sold 65 issues – so this year we've ordered 85 and made it the centre of an impulse display. It is a lot easier to sell things when there is a promotion attached. I've also added magazines called Grow Your Own and Kitchen Garden on the same stand to encourage people who are interested in gardening to pick those up at the same time."

It is a lot easier to sell things when there is a promotion attached

Cadbury's Roundie is one of Mondelez's newest impulse products





WIN

THE ULTIMATE 5-A-SIDE TOURNAMENT

Your consumers, their mates and 5 football stars
ENTER AT Cadbury5aside.com TO PLAY



Stock up NOW to unlock extra sales!

**+ CHANNEL
EXCLUSIVE**

**DISPLAY POS FOR A CHANCE
FOR YOUR CUSTOMERS TO
WIN UP TO £1000****

**+ YOU CAN WIN TOO WHEN
YOUR CUSTOMER WINS*****

To download posters for your store go to deliciousdisplay.co.uk

*18+, UK/ROI. Promotion Period: 00:01 30/04/18 – 23:59 30/06/18. Buy any Cadbury chocolate bar and enter the barcode on the back of pack + your contact details at Cadbury5aside.com for your chance to win. Prize: Play in a 5 A-Side tournament with footballers (1 rotating footballer will feature in each game – no guarantee of what footballers will participate on the day) (footballer may be playing with or against you) (each winner and their team will play a minimum of 3 games, date of tournament TBC). 13 winners in total. 1 entry per day, one prize per person. Purchase necessary (excluding NI). Internet access required. See website for full T&Cs www.cadbury5aside.com, list of Participating Products and prize restrictions. Promoter: Mondelez Europe Services GmbH – UK Branch at Cadbury House, Sanderson Road, Uxbridge, UB8 1DH.

**Selected stores only. UK, 18+. Promotion Period: 00:01 30/04/18 – 23:59 30/06/18. Purchase a Cadbury chocolate bar during the Promotion Period and if the pack contains a winning ticket, call the number displayed to claim your prize. Prize: 1 x £1,000, 3 x £500, 10 x £250, 16 x £100 and 70 x £50. Prize must be claimed by 30/07/18. Phone required. Winning ticket and proof of purchase may be required. See www.cadbury5aside.com for full T&Cs and list of Participating Products. Promoter: Mondelez Europe Services GmbH – UK Branch at Cadbury House, Sanderson Road, Uxbridge, UB8 1DH.

***Independent retailers within the UK 18+. UK. Promotion Period: 00:01 30/04/18 – 23:59 30/06/18. Display the Cadbury 5 A-Side POS within your store during the Promotion Period for the chance of a winning pack to be placed within your store. If a winning pack is distributed in your store and is registered by the winning customer with the Promoter, you will also win an equivalent prize in the form of a Mondelez Stock Voucher or Love2Shop vouchers, depending on store type. See <https://www.deliciousdisplay.co.uk/welcome> for full T&Cs. Promoter: Mondelez Europe Services GmbH – UK Branch at Cadbury House, Sanderson Road, Uxbridge, UB8 1DH.

FORMAT FOCUS

FOCUS ON THE SOFT DRINKS CHILLER

The arrival of the soft drinks sugar tax has meant suppliers have been busy introducing new and/or reformulated products for this category. Embracing these new products and showcasing them in retailers' chillers is, retailers agree, a key way of growing impulse sales in the category.

Coca-Cola European Partners has launched a raft of new brands and variants including Monster Ultra Violet and Pipeline Punch, Diet Coke Exotic Mango and Feisty Cherry, and Fuze Tea. Its trade communications manager, Amy Burgess, says the key to capitalising on the impulse sales opportunities these new products offer is keeping fixtures full.

"It's worth keeping stocks high to meet increasing demand for drinks on-the-go with as wide a choice of products as possible, considering a range of sectors, variants and pack formats," she says.

Red Bull is another company to invest in its range – launching

Red Bull Tropical and Orange Editions – and its category development manager, Richard Fisher, suggests retailers' category management should reflect the changes in the industry.

"Retailers should regularly – on a monthly basis – review their EPoS data to determine best-selling lines. It is important that slow-selling lines are removed to make space for those that generate more revenue," he says.



SECONDARY SITE ITEMS

For Keith Tomes, of Costcutter & The Food Shop in Swanage, Dorset, growing impulse sales means offering a compact selection of complementary impulse items alongside an already-established display. Soft drinks, for instance, can work particularly well as impulse items when merchandised alongside hot food.

"We stock a few small bottles of drinks and cans next to our food to go section," he says. "They're not expensive and people will often pick up a bottle of water to go with whatever hot item they originally came in for."

Dan Newell, marketing director at Mars Wrigley Confectionery, says when it comes to chewing gum, multiple sitings are an effective way to boost sales. "Locating gum next to a second till, confectionery aisle or dental section will drive additional purchases and ultimately maximise sales," he says.

The company also has a dedicated Display Transformation Team that helps retailers hone their displays depending on the size of the store and space for gum.



THEY DON'T MAKE 'EM
LIKE THEY USED TO.

WE DO.



ORIGINAL TASTE *Coca-Cola* SINCE 1886



THROW IN A CURVEBALL

Another way to approach impulse is to try placing products in unexpected spots, suggests Anish Panchmatia, of Spar Wylde Green in Sutton Coldfield. Placing items in counter-intuitive areas can help shake shoppers out of a rut, he says.

"The nature of convenience stores means customers are usually coming in for one or two items, and their focus is on those products," he says. "They're not spending time wandering round and learning about the full range of items you offer. So, we often

stock impulse items in what may appear to be illogical places, but they make shoppers realise what we have available away from their usual route around the store." He has found success by stocking a toilet roll promotion on the end of an aisle usually dedicated to dry food products, for example. "You might not think of that product as an impulse item, but people will grab it even if they came in for something else." ●

One retailer found success stocking a toilet roll promotion in an "illogical" place



The Coca-Cola family has continued to grow since 1886

- 70% of all cola sales in convenience come from Coca-Cola TM*
- Coca-Cola Classic is the most loved and the most consumed cola in GB**
- Diet Coke is the undisputed No.1 sugar free cola in GB and has the highest unit rate of sale in convenience***
- Coca-Cola Zero Sugar grew 3.4x faster than Pepsi Max™ in value in 2017†

To find out more visit www.cokecustomerhub.co.uk
or call our Customer Hub 0808 1 000 000



* Impulse Value Sales Nielsen MAT 17.03.18

** GB BGS Survey Jan 18 - Feb 18, 12-59yrs

*** Nielsen Total GB MAT Value Sales 31.03.18, Nielsen Independents & Symbols - MAT w/e 30.12.17

† Nielsen Independents & Symbols - MAT w/e 30.12.17, Nielsen Independents & Symbols - MAT w/e 30.12.17.

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CRAFT PRODUCE

Offering shoppers a wide range of craft produce is increasingly essential. **Priyanka Jethwa** looks at the key areas to be swept in by this trend and asks retailers which developments they have noticed

Managing a mega trend



ALCOHOL

With more than 1,700 breweries in the UK, beer has been central to the craft trend's rise. And with so much choice, it can be difficult for retailers to choose the right craft beer range for their store. Popular varieties include lagers, pale ales and IPAs, but retailers looking to be specialists in the category have to offer something different. Martyn Railton, managing director at craft beer company Euroboozer, said this summer, low-ABV beers and pilsners are predicted to boost sales. Furthermore, Graham Archibald, sales director at wine and beer importer Morgenrot, said retailers need to generate word-of-mouth to establish their stores as 'craft destinations'. This can be done by offering a selection of seasonal and limited edition craft beers.



Where is this trend going?

I think rum is going to get its turn this year in breaking into the craft category, similar to what we saw happen with gin. With it, you'll find more microbreweries tapping into the demand and producing local bottled rums. Currently, we have a wide selection of craft beers, which are displayed opposite regular beers, and craft ale is definitely outperforming regular ales in terms of sales, even though they are about 40p to 50p more expensive. People are willing to pay that little extra to enjoy a craft alcoholic drink.



Sandeep Bains
Simply Fresh,
Kent

DAIRY



Two trends are transforming the dairy market. One, led by the rise of veganism, is milk alternatives. The other, matching a rise in handmade produce with provenance elsewhere in the market, is artisan cheese. Brands such as Rebel Kitchen, Rude Health and Oatly have become regular fixtures in many multiples over the past year and offer shoppers milk alternatives packaged in bold designs. Artisan cheese brands, such as Snowdonia Cheese, meanwhile, put the focus on flavour, with blends such as Ginger Spice, Ruby Mist and Black Bomber, which are all available from the company, while a whole host of other smaller cheese producers are also looking for a spot in local independent retailers' chillers. Andrew Nunney, category, shopper and insights director at Accolade Wines, says these high-ticket items encourage higher basket spend overall, as they are likely to be purchased alongside a wine, and retailers can capitalise by placing products like these together in a dedicated display.

Where is this trend going?

Over the past year, I have noticed more people coming in to buy milk alternatives from new brands. Oat milk, which we only started to stock recently, has been really popular with younger shoppers, and I expect it will grow even more this year. I find that when you stock artisanal and varieties of dairy products, shoppers are always keen to try them. The area I operate in has a lot of businessmen and women who earn good salaries, so even though craft dairy brands sometimes command a higher price, people are willing to pay the extra amount.



Narendra Singh Jadeja
Londis, London

I find that when you stock artisanal and varieties of dairy products, shoppers are always keen to try them



Customers will pay more for craft beer, retailers say

SNACKS & CHOCOLATE

From gourmet popcorn available in a whole cob, to sharing bags of peanuts designed to enhance the flavour of craft beer, ultra-premium snacks are growing in popularity and are attracting shoppers looking for something new and exciting to eat. Moreover, premium chocolate brands, such as Ombar and Rawr, are helping retailers increase basket spend, and offer a way for retailers to stand out against the multiples. Furthermore, as craft often comes with premium-quality assurance – and is in some cases synonymous with handmade – it highlights a growing trend in shoppers looking for heritage brands with provenance. This is according to Noel Allen, founder of Noisy Nuts, who says: “Stocking new foods that play into the craft trend can help retailers capitalise, especially since categories such as craft beer is forecasted to grow by 5% this year.”

Where is this trend going?

We are slowly introducing more craft and artisan brands to our snacking range as we have noticed more shoppers looking for new things to try – this is the way the market is evolving, so it's important we tap into it. Just today we got an order of crisps and other snacks by a brand called Fair Foods, and to help sell it, we are offering a tasting of it in-store next to the fixture. Some of the lines are slightly more expensive than regular snacks, but I find people are willing to pay more for brands that are better quality and have heritage. Although this trend may take time to fully pick up across independent retail, there is no doubt that it will be successful this year.



Siva Thievenayagan
Nisa Local,
Peterborough



Categories such as craft beer is forecasted to grow by 5% this year



Gunna Drinks contain less than 5% sugar, meeting the demands of healthier consumers



SOFT DRINKS

The craft drinks movement is being driven by unique flavour profiles, and this has led to an explosion of indie brands taking centre stage. Melvin Jay, founder and chief executive of Gunna Drinks, said consumers are excited about edgy brand imagery projected by craft suppliers because they look different from the bigger brands. So, to get the right balance between mainstream and craft, retailers should stock a range of craft soft drinks spanning a range of flavours, and to help draw attention to it, label the range as 'craft', as the product names may be unfamiliar to some. This way, more shoppers are likely to pick up a high-margin bottle or can.

Where is this trend going?

Since the sugar tax came in, the price difference between craft soft drinks and normal drinks, such as Coca-Cola, has shrunk, so more people are turning to new brands to try. As a result, we have seen more shoppers picking up brands like Coldpress. We offer four flavours in its juice range, including Pink Lady Apple and Valencia Orange, which are unique flavours other bigger brands don't offer. The juice itself costs around £1.69 for 250ml, and at the moment it's most popular with people coming back from the gym.



Faisal Naseem
Family Shopper,
Arbroath

THIS WEEK IN MAGAZINES



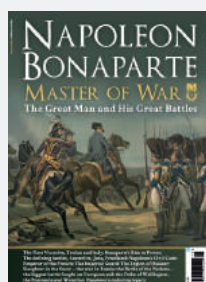
Launch of the week

A NAPOLEON SPECIAL FOR HISTORY ENTHUSIASTS

Key Publishing's latest bookazine is a deep exploration into the life and military career of French leader Napoleon Bonaparte, with comprehensive articles catering to both specialists and amateurs

THE INTEREST in war never wanes, and neither does the appetite of history enthusiasts. Key Publishing is aware of how well the niche genre sells, and the latest bookazine in its successful series focuses on the French leader who took Europe by storm: Napoleon Bonaparte.

Distributed by Seymour, this special takes a deeper look at Napoleon's life, including his greatest battles, army composition and cultural pursuits, such as the rediscovery of the Rosetta Stone that led to the translation of Egyptian hieroglyphs. It's a comprehensive, "far-reaching" investigation that promises to tempt amateurs and specialists alike.



**NAPOLEON
BONAPARTE:
MASTER OF WAR**
On sale out now
Frequency one-shot
Price £5.99
Distributor Seymour
Display with History
Today, History of War,
Military History

My week in magazines



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

THE GAP IN THE MARKET

Chatting with various newsagents over the past month, I've noticed an interesting trend among specialist retailers. While the overall magazine market continues to suffer sales losses – the latest ABC shows a 5% reduction in overall print circulation in the past six months of 2017 – premium specialist magazines continue to sell well. Connoisseur newsagents, such as Nainesh Shah from Mayhew Newsagents in London and Mark Dudden from Albany News at the Post Office in Cardiff, have dedicated customers who come all the way from other cities just to buy titles in their stores.

Those enterprising readers do so due to more than just a sense of loyalty – some of those premium magazines cannot be found in 99% of newsagents throughout the country. One of Nainesh's art magazines, Canvas, is printed in Dubai, and according to him, his is the only shop in the UK that stocks it.

Those niches can be highly profitable opportunities in a turbulent industry, so talking to your customers and identifying unique gaps in your local market and plugging them can be a helpful source of revenue.

Opportunity: premium titles

Premium titles can be hard to stock, but being the only retailer selling them in an area can pay significant dividends in revenue and loyalty. Look into any subject or specific publication missing in your range and consider the possibility of stocking titles for a trial period.

**THIS WEEK
IN MAGAZINES** **WE WANT YOUR
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success stories for a chance to feature



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your shelves? Have
you grown your sales
with a great display
or promotion?

RN

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THIS WEEK IN MAGAZINES

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GEOGRAPHICAL

- The official magazine of the Royal Geographical Society, this publication includes a collection of articles and award-winning images featuring culture and wildlife from all around the world.
- This issue includes book reviews, advice on outdoor gear, quizzes and Q&As.

On sale 24 May
Frequency monthly
Price £4.50
Distributor Intermedia
Display with National Geographic Traveller, Condé Nast Traveller



WARGAMES ILLUSTRATED 'HOW TO...'

- This special edition is a collection of 10 of the best articles which have appeared in Wargames Illustrated magazine.
- It includes instructions for wargamers and model-makers on how to easily construct buildings for table-top battlefields.

On sale out now
Frequency one-shot
Price £5.95
Distributor Intermedia
Display with Wargames Illustrated, Miniature Wargames, Wargames Soldiers & Strategy



FAMILY ARROWWORDS SELECTION

- This 100-page magazine is aimed at fans looking for something a little different from the usual arrowword offering.
- It includes many arrowword variations printed in big squares and clear text, to appeal to readers who are visually impaired.

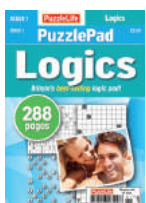
On sale 24 May
Frequency monthly
Price £2.55
Distributor Seymour
Display with Take a Break's Arrowwords, Puzzler Arrowwords



KATIE

- Aimed at primary-school girls and full of puzzles and stories, this publication features licensed characters such as Barbie, Hello Kitty and Disney Princesses.
- This month's bumper issue contains extra pages of activities.

On sale out now
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Sparkle World, Shimmer & Shine



PUZZLEPAD LOGICS

- This 288-page magazine is full of puzzles, from sudoku and battleship to tectonic, hitori and slitherlink challenges.
- It is aimed at both veteran puzzle fans and people who are curious or interested in picking up the hobby.

On sale 24 May
Frequency monthly
Price £2.65
Distributor Seymour
Display with PuzzlePad titles, Logic Problems



Bestsellers Art

Title	On sale date	In stock
1 Leisure Painter	18/05	<input type="checkbox"/>
2 Artists & Illustrators	18/05	<input type="checkbox"/>
3 The Artist	18/05	<input type="checkbox"/>
4 Art of Watercolour	16/03	<input type="checkbox"/>
5 The Art Newspaper	08/05	<input type="checkbox"/>
6 Paint & Draw	15/03	<input type="checkbox"/>
7 Selvedge	15/04	<input type="checkbox"/>
8 ArtReview	17/05	<input type="checkbox"/>
9 Crafts	13/04	<input type="checkbox"/>
10 Aesthetica	06/04	<input type="checkbox"/>
11 Juxtapoz	27/03	<input type="checkbox"/>
12 Modern Painters	16/05	<input type="checkbox"/>
13 Artforum	01/05	<input type="checkbox"/>
14 Pastel Journal	13/04	<input type="checkbox"/>
15 Disegno	13/04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

LOL SURPRISE!
STICKER COLLECTION

BRAND NEW!

STARTER PACK
£2.99 RRP

STICKER PACKETS
60P RRP

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THIS WEEK IN MAGAZINES



FAMILY CROSSWORDS

- A new crossword title from the popular Family range of magazines, Family Crosswords includes several puzzles and a £2,500 cash competition every month.
- The launch issue has 120 crosswords of all sorts, such as standard crosswords, skeletons, backwards, spirals and more.



On sale 24 May
Frequency monthly
Price £2.55
Distributor Seymour
Display with Take a Crossword, Lucky Seven Crossword Collection



ALL ABOUT MY CAT AND ME

- This special feline-focused one-shot is full of facts, tips and information on how to best look after cats.
- Part of the 'All About My Pet' series, this magazine is aimed primarily at young children with cats.



On sale 25 May
Frequency one-shot
Price £5.99
Distributor Intermedia
Display with Your Cat, Your Dog, Cat World, World of Pets



MY FAVOURITE FAIRYTALES

- This children's magazine is full of illustrated fairytales, puzzles and activities to keep pre-school girls busy.
- May's issue includes a free cover-mounted mermaid doll.



On sale out now
Frequency bi-monthly
Price £4.75
Distributor Marketforce
Display with Disney Princess, Fairies



SPECIALIST CHOICE MARK DUDDEN, ALBANY NEWS, CARDIFF RODDER'S JOURNAL

Who buys it?

Hot rod enthusiasts, collectors and lovers of old-school American cars. I have people coming from West Wales and Swansea to get it, because you can't get this magazine in most shops.

How do you display it?

I display all the American hot rod magazines together, right next to the motoring section.



On sale out now
Frequency quarterly
Price £8.99
Distributor Frontline

Expert advice Catherine Potter

Managing director lifestyle, Immediate Media



The mindfulness and wellbeing sector is growing healthily, with volumes increasing by more than 20% in the past year and RSV growing by more than 30% to over £4m, driven by launches and cover-price increases.

This growth reflects the zeitgeist for mindfulness that has been building over the past five years: it has become part of the national conversation, from its use by big corporations and the NHS, to schools and the military, and to individuals downloading meditation apps in their millions.

In The Moment launched in June 2017 and is the best-selling monthly mindfulness title. It is a creative, modern magazine for women who want to read about mindfulness, wellbeing and real happiness. It also contains paper gifts and pull-outs in each issue to encourage creativity and interaction with the brand, and provide additional value to readers.

Our strategy

Who buys your titles?

Women aged 25-55, who are health and environmentally-conscious shoppers interested in wellbeing, mindfulness and creativity. They buy branded products and have extra income to spend.

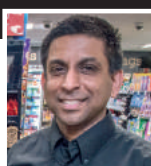
How should your titles be promoted in-store?

At the front of the fixture in the women's interest category to capitalise on the huge growth in this market.

How are you investing in independents?

We supply more than 500 independents with In The Moment, and on average generate £1,000 in RSV in these retailers every issue. Each issue has either paper gifts – inside or cover-mounted – to encourage sampling and impulse purchase.

COMING UP IN NEXT WEEK'S RN



Inside the Sidhus' revamped store: "Customers can come in, drink coffee and work on their laptops."

Plus, get your food to go ready for the summer months, and do you know enough about the brands, varieties and styles of wine to convince your customers to trade up?

RN

FINANCE

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*RRP: As at April 2018. RRP's have not been increased in conjunction with the April 2018 MPI. RRP: For the avoidance of doubt, retailers are free at all times to determine the selling price of their product.



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