

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 29.06.2018

## Grow your profits

Pradhyot Gandhi is set to earn an extra £5,774 from soft drinks this year. Could you?

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Shaping the future  
of independent retail  
since 1889



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**KIDS QUEUE OUT THE DOOR FOR MY SLUSH MACHINE**  
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# WELCOME

**Retailers are being held back from success by problems out of their control. And it's costing £211m**



**Editor**

Chris Rolfe

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£211m is a lot of money. It's more than three times the annual profits of Marks & Spencer. For any retailer who dreams of a little help in-store, it's enough money to pay 8,443 people a healthy £25,000 salary. It's enough money to have paid off the tax bill that did for Bargain Booze owner Conviviality Retail, secure the future of Carpet Right and still be left with a spare £125m to buy your team a top player in the World Cup.

So to learn that this is the amount of money being lost to hardworking retailers in our industry every year through news supply chain service issues is beyond shocking: it's a scandal.

The number is just one of the many findings to come from an investigation shared between the news teams in RN and our sister title Retail Express. By surveying 90 store owners from across the UK and collecting data on all the problems they face day in day out, we've been able to gain an accurate picture of the impact that issues such as late deliveries, short supplies and unpaid credits are all having.

On an individual level, we've long known that these issues have held retailers back and even driven them out of the category. Now we know the full, devastating, picture.

Yes, there is 8%-9% year-on-year decline in newsstand sales but we're currently in the middle of a World Cup, with Wimbledon to come - not to mention President Trump's imminent visit. This should be the perfect time to strengthen copy sales.

Instead, our survey shows that no matter how hard they try, retailers are being held back from success by problems out of their control. And it's costing £211m.

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# BREAKING NEWS

## Wholesale needs new drivers

The quality of service retailers get when receiving grocery deliveries is being affected by shortages of lorry drivers across wholesale.

Dee Bee Wholesale operations director Paddy O'Connor told RN the company has had a turnover of 60 drivers in the past year. "Drivers are leaving because they're being offered more competitive pay for jobs that just require them to drop off stock and not move it into the shop."

He said the company was recruiting more from agencies now. However, he added: "They don't have the same training or knowledge of our company values as much as a driver employed by us would."

Wholesalers Parfett's and Abra Wholesale confirmed they are also experiencing similar issues with lorry driver shortages.

## Vape sales optimism

New research commissioned by Philip Morris International has found that 83% of vape shop owners expect store sales to grow by 13% this year, revealing a trend independents can capitalise on.

Nishi Patel, who runs Londis Bexley Park in Dartford, plans to refit his store to install a vaping unit from supplier Liberty Flights.

"I don't think there is competition with vape shops because when shoppers are looking to top up their e-liquids, they're likely to come to us for a quick buy. Plus, we have a streamlined range so it makes it easier for customers to find what they want, quickly," he said.

**Situation expected to get worse** 'Suppliers are rationing supply or cancelling orders'

# Carbon dioxide shortage hits UK drinks supplies

by Alex Yau

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Carbon dioxide shortages could have a detrimental effect on carbonated soft drink and alcohol sales during the summer trading period, wholesalers and retailers have warned.

A combination of closures and maintenance to at least five producers of the gas used in the creation of carbonated drinks across Northern Europe have contributed to the shortage in the past week. Suppliers Boost, Britvic, Heineken and Coca-Cola European Partners have been affected.

Filshill retail sales director Craig Brown warned of the impact on summer sales. He told RN: "Soft drinks and beer make up more than 30% of our business and we're worried about the knock-on effect on our performance from restricted supply and the detrimental impact to retailers as a result."

Federation of Wholesale Distributors chief executive James Bielby added: "Our members are reporting suppliers are rationing supply or cancelling orders to meet commitments to larger retailers."

"With the hot weather and the World Cup, suppli-

ers who reduce allocation will miss out on one of the year's biggest sales boosts."

The shortage is also affecting Dhamecha and Abra Wholesale, with Dee Bee Wholesale managing director Nick Ramsden expecting "the situation to get worse". As RN went to press, Booker announced it was limiting beer and soft drink supply to 10 cases.

According to Britvic, the value of carbonated soft drinks in the UK grocery market last year was £5.7bn, while the British Beer & Pub Association estimates 53% of all beer sold in the UK was through the same market throughout

2017. Figures from the Association of Convenience Stores also suggest 20% of a retailer's average sales is made through alcohol and soft drinks.

Joe Williams, of Spar the Village Shop in Banbury, said: "We need to examine the long-term impact on summer promotions and whether there will be alternatives if availability is affected."

Meanwhile, wholesalers have reported a shortage of 568ml cans of Carling. Alpesh Mistry, off-trade sales director for Carling parent-group Molson Coors, said this was caused by "unprecedented demand".



## Retailer celebrates 30 years in the business with store reopening

Bill Dhesi, who runs three Nisa Stores in Brentwood, Essex, has celebrated 30 years of retailing by hosting an opening event for his newly refurbished Nisa Local. The store now features an additional food-to-go section, as well as a post office. Mr Dhesi said: "Over the past 30 years, I've seen lots of changes in the sector. We've developed our Kelvedon Hatch store to keep up with those changes and all our regulars are really pleased with the new look."

## Menzies-Reach deal could reduce service problems

An expansion of Menzies Distribution's operations in England via a new primary distribution deal with Reach plc's newspapers could help reduce service issues, experts and retailers have said.

Scottish-based Menzies Distribution will collect all daily and weekly regional newspapers, excluding Express Newspapers, as reported in an NFRN conversation on Twitter, and deliver them to wholesalers.

A Menzies spokesperson said: "It's going to be a separate operation for England and Wales, so distribution methods will not need to change and independents will not be treated differently."

David Woodrow, of Woodrows Newsagent in

Bishopton, Renfrewshire, told RN the change should prove beneficial to retailers in England: "Menzies picks up every paper from every print plant in Scotland, and it's good practice for the rest of the country. It cuts out the middle men and reduces the chance something will go wrong."

RN columnist Neville Rhodes added: "There is a better chance of the newspapers reaching the depot on time than if there is a third party involved."

NFRN head of news Brian Murphy said: "It's good that someone who already understands the importance of timely delivery of newspapers to retailers is taking a key role in distribution."

● Read RN's report on the news wholesale market on p22

**Sellers call suppliers 3.5 days per week** NFRN calls for government intervention

# Survey reveals £211m cost of news supply problems

by Megan Humphrey

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News sellers are losing £211m in annual sales because of service issues in the supply chain, a survey by RN and sister title Retail Express has revealed.

Our survey sought to reveal the impact on sellers of problems in the news supply chain, and attracted responses from 90 retailers around the UK, who reported a multitude of service issues and lost sales.

On average, Smiths News, Menzies Distribution – along with News UK and specialist wholesalers – were given a 4.28 quality of service rating on a scale of 0-10.

Respondents ranked late deliveries, incorrect allocations and damaged stock as the top three most common problems faced as a result of poor service. Menzies fared worst for late stock, with retailers reporting delays of up to an hour 9.7 times a month. News sellers supplied by Smiths said they did not receive the correct number of copies 8.6 times per month.

As a result of these issues, news sellers called suppliers to report them an average 3.5 days per week, but just 30.3% had claimed restitution for service issues in the past 12 months.

One respondent anonymously told RN:

“Due to late deliveries and shortages, so many of my customers have started going to town centre supermarkets, which seem to get them early on first runs.”

NFRN head of news Brian Murphy told RN he wasn't surprised by the results and called for government intervention.

He said: “The CMA must now intervene in this monopolistic supply chain. The overall losses confirm it is time for suppliers to get their act back on track and begin a programme of reinvestment to reverse the damaging trend before it is too late.”

A spokesperson for Menzies said: “We aim for 100% accuracy all day,

every day, and continue to put in a significant amount of investment, focus and resources to get as close to that as possible.”

A Smiths News spokesperson said: “We believe in customer feedback and welcome any information about our news distribution sector and retailer experience, be that from our own surveys or from other sources. This helps us to understand how we and others are doing in the market and forms part of our continual improvement programme.

“We look forward to RN sharing the full details of the survey so we can specifically address any individual concerns among our customers.”

## Health plan unfair to indies

Smaller retailers may be ‘unfairly targeted’ if the government’s childhood obesity strategy is implemented, the Association of Convenience Stores (ACS) has warned.

The response comes after new proposals by the government to ban confectionery by checkouts and aisle ends were unveiled earlier this month.

ACS chief executive James Lowman said it would be costly for smaller stores to change layouts.

Pratik Sampat, of Premier Fosticks in Penge, London, agreed: “I don’t know where else I would put confectionery.”

Mr Lowman added: “We will continue to engage with the government and will be responding to their consultations on measures set out in the strategy in due course.”

## Welsh retailers welcome alcohol pricing law

Welsh retailers have welcomed the approval of minimum unit pricing (MUP) across the country as a way of levelling the playing field against the multiples.

The legislation will make it illegal for retailers to sell alcohol below a certain price per unit. The law received approval this month and is expected to come into effect next summer.

Vince Malone, of Premier Tenby Stores & Post Office, told RN the legislation will help his store compete with the nearby Tesco.

He said: “I’m happy MUP has been approved

because it will level the playing field when it comes to alcohol sales.

“Tesco won’t be able to outprice us. Customers might be tempted to come to us more for their alcohol because we offer a better service.”

Bob Sykes, of Premier Denmore Food & Wine Store, Rhyl, added: “It will help us become more competitive with rivals, but it will be interesting to see how alcohol promotions will be affected.”

The Welsh government’s approval follows MUP’s implementation in Scotland in May, making it illegal there to sell alcohol for less than 50p per unit.



### New racks make wine look finer

David Charman, of Spar Parkfoot in Kent, has increased the appeal of his alcohol selection by installing a new wine rack that caters for shoppers looking for pricier lines. “We wanted to sell £40 wines, and so far it’s been successful. The entire look enhances the image of our alcohol section,” he said. In the coming weeks, Mr Charman is planning to add tasting note cards and more information on the different varieties of wine.

## MPs slam merger bosses

Parliament’s Environment, Food and Rural Affairs committee (EFRA) has criticised the bosses of Sainsbury’s and Asda over the impact on suppliers of their planned merger.

Sainsbury’s chief executive Mike Coupe and Asda boss Roger Burnley gave evidence to the committee earlier this month.

EFRA chair Neil Parish said: “There is no logic to the deal other than a financial fix. You’re going to inflict pain on suppliers.”

Concerns submitted to the UK’s competitions watchdog included worries that smaller retailers would face increased costs if Sainsbury’s-Asda gained reduced prices from suppliers.

# STORE LOOKBOOK



## Picked up some good ideas

Brothers-in-law Rick Sandhu and Manny Gill bought their business in a blind bid. Eight years on and it has finally become the store they always wanted

**I**t would be an understatement to say that brothers-in-law Rick Sandhu and Manny Gill failed to buy the business of their dreams when they put down a blind bid on Beer Bellies in Widnes, 15 miles from the centre of Liverpool.

“I had never seen a shop completely screened off - customers couldn't touch a thing,” says Rick of the store he had acquired. With a range of budget-priced spirits and tobacco, and this high level of security on show, the store they had bought reflected the area in which it was located.

Needing to keep the business operating and never having run their own business before, Rick and Manny at first decided to keep the business going as it was set up.

“For the first five years, we did well. But over the next three years, our sales started to drop,” Rick says.

Indeed, the initially buoyant sales from Beer Bellies helped Rick and Manny acquire a grocery shop next to their parents' own newsagents.

Yet convenience is a fast-moving industry and a new arrival in the area underlined how much Rick and Manny needed to adapt to survive.

“Our business and our parents' store were both struggling to compete after

a Spar opened nearby. On top of that, we were unable to cope with the time constraints involved in picking up every item that every customer wanted. We knew something had to change.”

The entire family talked with local cash and carry Parfett's Aintree and its Go Local retail development team. Along with local shopfitter Retail Outlet Design and property expert Barry Frost from Commercial Plus, they fleshed out a strategy for success for each store.

At its heart were the opportunities each business had from embracing convenience, to create a range that catered to local families. “There's a local school, and a business complex - these customers buy more and are loyal.”

The combined newsagents and grocery store would cater to shoppers needing everything from a meal for tonight to last-minute additions to their child's lunchbox. Meanwhile, the off-licence would open up to the community, taking down its screens and offering family-friendly products.

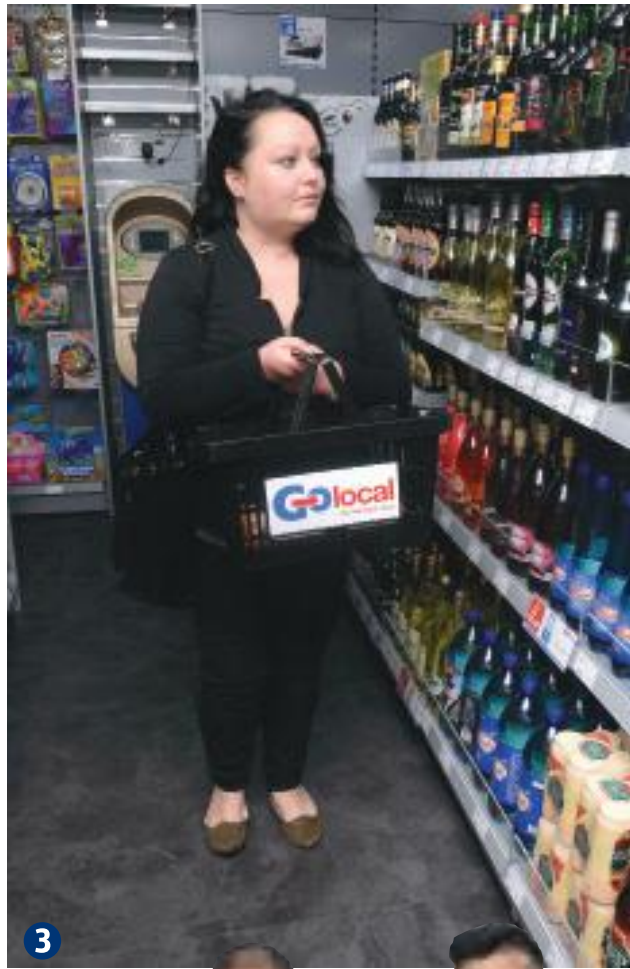
“This meant it was going to be a risk for our whole family. We were putting everything on the line.”

The new store reopened seven weeks ago and there's one thing they are very happy to see the back of - the store's protective screens. “Now everything is

“ This meant it was going to be a risk for our whole family. We were putting everything on the line **RICK SANDHU** ”



**40%**  
boost in sales  
since the most  
recent refit



**STORE TOUR**

- 1 Opening the store up means Rick and Manny have been able to use top merchandising advice
- 2 Staff remain well protected at the till
- 3 As shoppers have learned to browse, there has been an uptick in average basket spend
- 4 A Dr Slush machine – suggested by its creator, Dij Soni – is now responsible for 7% of total sales

**INFORMATION**

**Location**  
Queens Avenue, Widnes WA8

**Size**  
400sq ft

**Average basket**  
£7.50

**Key categories**  
Alcohol, tobacco and confectionery

**Weekly turnover**  
£15,000 to £20,000



2

3

4

# STORE LOOKBOOK



5

out in the open, people can pick up the products,” says Rick. “It has changed the whole shopping experience.”

As part of the move to focus on a younger demographic, a Dr Slush machine has been installed, which has proved an instant hit with the pupils at the primary school down the road.

“Parents actually let their kids come into the store now because it’s so much more inviting – they queue out the door for a slush.”

In a nod to this new customer base, the brothers have used social media – alongside in-store giveaways – to help bring shoppers in to see the new store.

Importantly, this switch towards convenience in their parent’s store has been good for business, too. The shop has seen a 40% boost in sales, with a 50% increase in sales of snacks and soft drinks.

These great results have helped the brothers make the decision to employ a new – hopefully local – member of staff. “The first couple of weeks were really overwhelming,” says Rick. “But now sales are up, we can focus on ranging, merchandising and choosing the next step for this brand-new business.” ●



## STORE TOUR

5 Manny and Rick sought help from Halton Housing Trust, Parfett's and other retail experts

6 One idea they implemented was to draw attention to spirits with on-shelf LED lighting.

6



Want to see more of Rick and Manny's store? Go to [betterretailing.com/beer-bellies-widnes](http://betterretailing.com/beer-bellies-widnes)





**Knowledge is everything – I read RN because it gives me feedback on what top retailers are doing, so I can get ideas on what to do next**

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# SYMBOL NEWS

## Blakemore Bangor to close today

Blakemore Wholesale's Bangor warehouse has become the latest of the ailing company's depots to cease trading.

The wholesaler confirmed business would officially stop today (29 June), following closures at Killingworth and Barnsley.

A Blakemore spokeswoman said: "This decision has not been taken lightly. The strategic move away from the cash and carry sector will allow us to grow and invest further across our wider business."

The firm announced in April that it would sell all 12 of its warehouses. United Wholesale Grocers bought the Gateshead depot this month and Parfett's has signed an agreement for the Middlesbrough depot.

Bestway has also bought the Cardiff warehouse, with negotiations for the Walsall depot set for completion soon.

## Booker protein welcomed

Booker retailers are expecting positive sales from the new Euro Shopper protein drinks range.

The 330ml bottles are priced at 89p and available in Chocolate and Strawberry flavours.

Anita Nye, of Premier Eldred Drive Stores in Orpington, Kent, told RN: "I expect the products to perform well because of their affordable price. Customers are put off protein drinks as they're too expensive."

Raj Singh, of Londis Middleton Road in Banbury, Oxfordshire, added: "They're considerably cheaper than better-known brands."



## Christmas comes early at Costcutter

Costcutter has launched a Christmas brochure providing its retailers with seasonal guidance and category support. The guide features advice on best-selling pack formats and promotions for the season, alongside a guide to more than 1,000 best-selling confectionery and ambient products. Costcutter confectionery category manager Robbie Moore said: "Christmas is such a key trading time and our aim is to make the season a little easier for retailers, while helping them generate increased sales opportunities."

**Towns and cities outside M25 now included** 'Our size allows us to react at a pace our rivals can't'

## Abra invests to expand delivered destinations

by Alex Yau  
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North London-based Abra Wholesale has extended its reach to more independent retailers outside the M25, following investment in its delivered wholesale business.

The expansion allows the company to reach convenience stores in Southend, Cambridge, Romford, Hemel Hempstead, St Albans, Luton, Milton Keynes and Stevenage.

Abra Wholesale's managing director, Craig

O'Connor, declined to reveal the exact investment but told RN the company has ambitions to grow delivered wholesale from 15% to 50% of the overall business in the next year.

"Before, we only had a small concentration of customers around the M25, but we're now delivering into Luton, Hemel Hempstead and St Albans three times a week. We want to increase this to four as we invest in delivered wholesale further.

"We've also grown after receiving business from

those who have struggled to get deliveries following Palmer & Harvey's collapse, and we serve 2,000 customers a week now. There are issues such as legislation and theft affecting retailers, and they need to spend more time managing their stores rather than spending two hours at a warehouse."

When asked how Abra would differentiate itself from rivals Bestway, Booker and Dhamecha, Mr O'Connor said the company's small size was key. "We offer the same

products as our rivals, but our size allows us to react at a pace they can't.

"If a supplier comes to us and asks if we can stock new products, we can do it within a matter of days. If we want to offer certain promotions, we can get them out to retailers within 24 hours."

Mr O'Connor also claimed the company's annual sales are up 20% year on year. "We'll also look to grow by 35% this time next year as a result of our delivered wholesale investment," he added.

## More info needed on Co-op own-label roll-outs

The first batch of Co-op own-label products will be available to Costcutter retailers from 18 July, but retailers have expressed frustration over lack of information about range and pricing.

Several retailers confirmed to RN the products will be released in three phases, with stores able

to access 740 lines before September. Nisa retailers have started receiving Co-op own-label products through a similar phased approach, following the takeover completed in May.

However, a Costcutter retailer who asked not to be named said: "We've had no information about minimum order quanti-

ties, pricing or range. It is frustrating and it's like the blind leading the blind right now."

Mike Nichols, of Costcutter Dringhouses in York, added: "The market is tough and we'll need these products to really compete. Customers will associate the brand and range with quality."

A Costcutter spokeswoman said: "The Co-op own-brand roll-out will be starting soon and we are in the process of communicating timings and full range details to retailers."

The roll-out comes following a supply arrangement between Costcutter and the Co-op, announced in November last year.

# NEWS & MAGS

**Citibet to deliver directly to bookmakers** NFRN to meet with publisher to discuss concerns

## Racing Post distribution deal set to cost retailers

by **Marcello Perricone**

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A deal with major bookmakers to distribute the Racing Post directly to branches means retailers across the UK are set to lose hundreds of pounds a week in deliveries.

The daily horse racing title was previously delivered by local newsagents to branches of Ladbrokes, William Hill and Coral, but the new deal means Citibet – Citipost’s media publishing arm – will take charge of delivering the newspaper directly to bookmakers.

Logistics mean Citibet uses companies such as Menzies Distribution to deliver the Racing Post. Smiths News has not entered a deal with Citibet.

A representative from the Racing Post told RN: “The major bookmakers have long sought to centrally control their costs and petty cash-based expenditure, and the number of shops and money involved made it impossible to audit when it was cash-based.”

Speaking to RN, Gordon Bird, from Mellor’s News in Barnsley, said: “Their decision has taken £100 a

week from our news bill. I used to deliver the Racing Post to three bookmakers – we charged £1.50 a week for deliveries, and I’m certain the betting offices are paying far more than we charged them.”

He added: “I have delivered those sorts of newspapers for 50 years and I have never let them down – and that is the loyalty they show.”

Meanwhile, Ralph Childs, from Childs Newsagents in Norfolk, said: “We’ve lost a Ladbrokes account, two William Hills and a Coral account – that’s about

£180-worth of turnover a week. It amounts to a lot of money.”

Citipost and Racing Post have both agreed to meet the NFRN to discuss the situation.

NFRN head of news Brian Murphy said: “The NFRN is aware of growing concerns among members regarding the decision by the Racing Post to continue an alternative and direct distribution route for its titles. We also intend to meet with the news wholesalers who have taken over the contracts to distribute the title.”

## Express takeover cleared

Reach’s planned £126.7m takeover of Northern & Shell’s Express Newspapers has been cleared by the government.

RN reported in April that retailers were worried the takeover could lead to reduced margins. However, secretary of state for digital, culture, media and sport Matt Hancock said he would not refer the deal for a full investigation, after the Competition and Markets Authority said the merger would not reduce competition in the newspaper market.

Reach’s chief executive Simon Fox said: “We welcome today’s decision. Today, we are two successful separate news organisations, but together we will be stronger and better able to compete and adapt to the challenging conditions in which we operate.”

## Bussy McBusface’s Scottish charity tour

Retailers in Scotland could soon get additional footfall, as the Scottish Sun is about to embark on a charity bus tour. ‘Bussy McBusface’ will make impromptu stops in Kilsyth, Ayr, Stevenston, Glasgow, Kirkcaldy, and Perth high streets, and offer a mobile shop supporting charities Mary’s Meals and Scotland’s Hospices. Editor Alan Muir said: “We raised tens of thousands for charities with our Christmas charity shop. Now we want to head out across Scotland with prizes, bargains and fun.”



## Holyrood responds to NFRN

Keith Brown, Scottish cabinet secretary for economy, jobs and fair work, has replied to the NFRN’s calls to investigate the newspaper distribution network in Scotland.

Mr Brown said the Scottish government “recognises access to local and national news across Scotland is vital” and is waiting for the outcome of the UK government’s enquiry into the sustainability of the press.

Speaking to RN, NFRN head of news Brian Murphy said: “This shows the need for the unregulated news industry and its monopolistic tendencies to be reviewed by the Competitions and Markets Authority.”

## Print-first local paper proves a hit

Retailers in Gloucestershire are benefiting from the successful launch of a regional newspaper in their area.

The Wotton Times, a new 50p monthly regional newspaper in Gloucestershire, has already achieved profits with its ‘print-first’ approach. Launched by journalist Simon Hacker

and photographer Matt Bigwood, the local newspaper has a print run of 4,000 copies, and covers Wotton, Charfield, Wickwar, Kingswood and surrounding areas around Gloucestershire.

Speaking to RN, Mr Hacker said: “Initially, we planned to sell copies in core areas and distribute

the remainder in residential areas. However, demand is such that we now only sell in a number of outlets – village stores, filling stations, and even a fruit and veg shop.

“We had enough turnover to clear a profit with the first edition; we went from 20 to 24 pages for issue two and ad revenue

was about 50% greater. We are toying with another page rise to 28.”

Graham Peake, from Bear Street Garage in Wotton-Under-Edge, told RN the paper is finding an audience.

“We sold over 100 copies and we’re not the only outlet in town that stocks them,” he said.

# PRODUCT TRENDS

## Summer season for ciders

Landmark Wholesale is encouraging retailers to stock up on popular cider brands ahead of a summer sales rush.

Jon Burton, senior trading controller at Landmark, said independent retailers stood to benefit from an increased number of unplanned purchases for social events in the hotter weather.

“Cider performs extremely well during summer thanks to impulse sales, with customers heading to their nearest convenience store for summer events such as barbecues and picnics,” he said.

Deals on cider brands, including White Storm and Eridge Vale, are now available in Landmark members’ depots in England and Wales.

## C-stores best for craft beer

Independent retailers are in the best position to capitalise on craft beer sales, as shoppers are more likely to turn to them to find niche brands.

Byron Biroli, marketing and development director at Nirvana Brewery, said sales of the brand have grown across independent retail by 120% in the past two months.

Mr Biroli attributed the growth to the brand’s premium positioning, shoppers’ willingness to pay more and consumers’ perception that multiples don’t always stock small, independent brands.

“Craft beer is still niche in the multiples, so people are likely to turn to independents to find those brands that haven’t hit the mainstream,” he said.



## Premium and £1 sharing snacks are a big night in

by Priyanka Jethwa

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

Retailers should prioritise premium and £1 sharing formats in the crisps, snacks and nuts category, as younger shoppers opt to spend more on ‘big nights in’ than going out, suppliers and retailers have told RN.

Debbie King, director of commercial sales and marketing at Indian snack supplier Cofresh, said the company had seen 40% growth of its Asian mixes

last year, a fact it attributed to younger shoppers looking to spend less money on going out.

“Supported by the growing interest in world food flavours, premiumising your ‘big night in’ display with new varieties of snack will drive sales and help you stand out from the competition,” she said.

Matt Collins, sales director for convenience, wholesale, discounters and foodservice at KP Snacks, added price-

marked sharing bags of crisps are also important in increasing impulse sales in the category.

“Our £1 pricemarked range is growing ahead of the total £1 pricemarked market, at 24% year on year,” he said.

Swati Rabadia, who runs JV’s Convenience in Manchester, told RN customers shopping at her ‘big night in’ display gravitate towards pricemarked sharing bags of crisps.

“The £1 pricemarked packs always sell the best

and in the past year, we have noticed a 20% sales growth. Space Raiders, Hula Hoops and the Walkers Sensations range have always been the most popular,” she said.

Meanwhile, in RN’s What to Stock crisps and snacks table, three sharing formats of crisps entered the chart this year, with Cheetos Twisted Flamin’ Hot Snacks 72g, McCoy’s Flame Grilled Steak 47.5g, and Walkers Max Paprika 80g claiming 14th, 21st and 24th places, respectively.

## Lifestyle choices lift free-from sales

A growing number of consumers are buying free-from goods as a lifestyle choice, giving retailers an opportunity to cash in on changing diets and trends.

This is according to Rebecca Vercoe, Mrs Crimble’s brand controller at Wessanen UK, who

said free-from consumers typically visit stores four to five times per week, often for top-ups, creating regular sales opportunities for independents.

“Younger shoppers will be looking in-store for the products that have been recommended to them online,” she said.

Eddie Poole, of Poole’s SuperValu in Northern Ireland, told RN he had noticed the trend in his store, with sales of free-from products growing 100% in the past year.

“This can be attributed to gluten-free being a trend, as well as a genuine intolerance,” he said.

In addition, Alpro UK recommended retailers stock plant-based foods, as sales are growing at 22% year on year.

Vicky Upton, head of marketing at Alpro UK and Ireland, said: “Plant-based shoppers in this sector typically have a 40% higher basket spend.”

# BRAND SNAPSHOT



### My frappuccino

Limited-edition Starbucks Frappuccino has stickers that let shoppers design a bottle to share on social media with the hashtag #myfrappuccino.



### Just a hint of alcohol

Gordon's Ultra Low Alcohol G&T with a Hint of Lime and Ultra Low Alcohol G&T with a Hint of Grapefruit are pre-mixes with less than 0.5% ABV.



### Epic sharing at home

PWBrands' Epic sharing popcorn has an RRP of £3 and comes in three flavours: Sweet & Salty, Cotton Candy and Smokin' Hot Chilli.



### Thai treats

The 'Mr Carabao's £1m Giveaway' on-pack promotion will last for three months and gives shoppers a chance to win £1m.



### Veggie healthy

Quorn's £1.5m TV campaign focusing on Quorn Crispy Nuggets and Quorn Sausages encourages shoppers to make family dinners healthy.



### Snack attack

Kerry Foods' new £500,000 digital marketing campaign across its Cheestrings and Yollies brands focuses on its Snack Mix variant.

## Reader competition

# Win one of 500 free Malibu cases

To celebrate the launch of Malibu Piña Colada cans and get retailers ready for festivals, Pernod Ricard is giving 500 retailers the chance to win a case to trial with customers this summer.

Pre-mix is growing by 7.8% year on year within the impulse channel and Piña Colada is the second most popular cocktail.

James Middleton, impulse channel director at Pernod Ricard, said: "The Piña Colada is Malibu's signature cocktail and we're delighted to be introducing an on-the-go format that will allow us to tap into home cocktail occasions, as well as expanding into al fresco moments, making it this season's must-stock for driving summer sales."



**Get your hands on a free case by calling 020 7689 3378**

# WHAT'S NEW

**FOCUS**

## Food to gift

Having a selection of gourmet foods in premium packaging can help attract shoppers looking for food to give as gifts



### Farmhouse Biscuits Oat & Sultana

Farmhouse Biscuits' Oat & Sultana are orange-flavoured and designed for those seeking new flavour varieties of oat biscuits, with its premium packaging appealing to people looking to give gifts.

**RRP** £2.35

**Contact** [lmayor@farmhouse-biscuits.co.uk](mailto:lmayor@farmhouse-biscuits.co.uk)



### Gin & Lemon Cheshire Cheese

The Cheshire Cheese Company's Gin & Lemon Cheshire Cheese was awarded a bronze medal in the International Cheese Awards in 2017 and offers something new which can be bought as a gift.

**RRP** £4.75

**Contact** [ruth@cheshirecheese.info](mailto:ruth@cheshirecheese.info)



### Tribe protein bars

Tribe's nutrition bars are vegan, gluten- and dairy-free. They are part of Tribe's range of bar and drink products, marketed towards people looking for sports energy and recovery snacks.

**RRP** £1.99

**Contact** [guy@wearetribe.co.uk](mailto:guy@wearetribe.co.uk)



### Rod & Ben's Pea & Mint Soup

As the brand's bestseller in the summer, Rod & Ben's Pea & Mint Soup is available in cases of six, at £13.32. It is organic, made with locally-sourced veg and has a minimum shelf life of 14 days.

**RRP** £2.99

**Contact** [orders@rodandbens.com](mailto:orders@rodandbens.com)



### The Saucy Affair Raw Sauces

The Saucy Affair Raw Sauces are packed with fresh herbs, fruit and veg, contain no added salt or sugar and are free from gluten and lactose. They can be used as a cook-in sauce, dip or dressing.

**RRP** £4.49

**Contact** [armando@dresssquerade.com](mailto:armando@dresssquerade.com)







### Jimmy's Iced Coffee

Jimmy's Iced Coffee is launching new, lower-sugar coffees for the summer. The sugar content in the Original Jimmy's has been reduced by 35% and the fat-free Skinny by 33%.

**RRP** £1.60 (330ml)

**Contact** [sales@jimmysicedcoffee.com](mailto:sales@jimmysicedcoffee.com)

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



## Tims Dairy Greek Style Vanilla yoghurt

Tims Dairy Bio-Live Greek Style Vanilla yoghurt comes in a single-serve portion for people looking for on-the-go snacks. It can also be used as a dessert topping and alternative to cream or custard.

RRP 92p  
 Contact info@timsdairy.co.uk



## Vivalicious Introjuice Superfood

Introjuice Superfood by Vivalicious is available in five varieties that all offer different benefits. They include: Charge Up, Kick Start, Switch On, Chill Out and Shape Up (which has a drop of gin).

RRP £2.29 to £2.79  
 Contact info@vivalicious.se

# ACADEMY IN ACTION

 **INDEPENDENT**  
 Achievers Academy



**£200**  
 weekly beer and crisps sales increase

Three-month follow-up:

## Customer Service

In March, Peter Johnson from the Post Office joined Kam and Dalbir Nijjer at their shop in Meriden to look at how they could improve their customer service. Three months on, we look at how they have progressed


### IAA ADVICE

- 1 **Contact Spar to get uniform and name badges for all staff so everyone is easily identifiable to customers**
- 2 **Put a list of four or five store standards in place and share it with your team, reviewing success quarterly**
- 3 **Ask customers for feedback and keep a record of complaints and suggestions so you can spot opportunities**

### THE RESULTS

 We got new uniforms and name badges from Spar straight after the visit. We've had feedback saying it makes us look more professional. We haven't created store standards as such, but we've found it works to have regular dialogue as there are only three of us. We've also been asking shoppers for feedback and it's helped us get new products in. We've started stocking multipacks for beer and crisps and our sales have shot up by £200 a week.

### PARTNER ADVICE

 Kam and Dalbir have achieved amazing results and have taken customer service to the next level. They should continue collecting customer feedback because it will help increase their business further.

**Peter Johnson**  
 Deputy Director Network Transformation  
 Post Office



### FIND OUT MORE

Visit [betterRetailing.com/IAA](http://betterRetailing.com/IAA) to find out more about Kam and Dalbir Nijjer's visit from the IAA or call us on 0207 689 0500 to take part in a future visit.

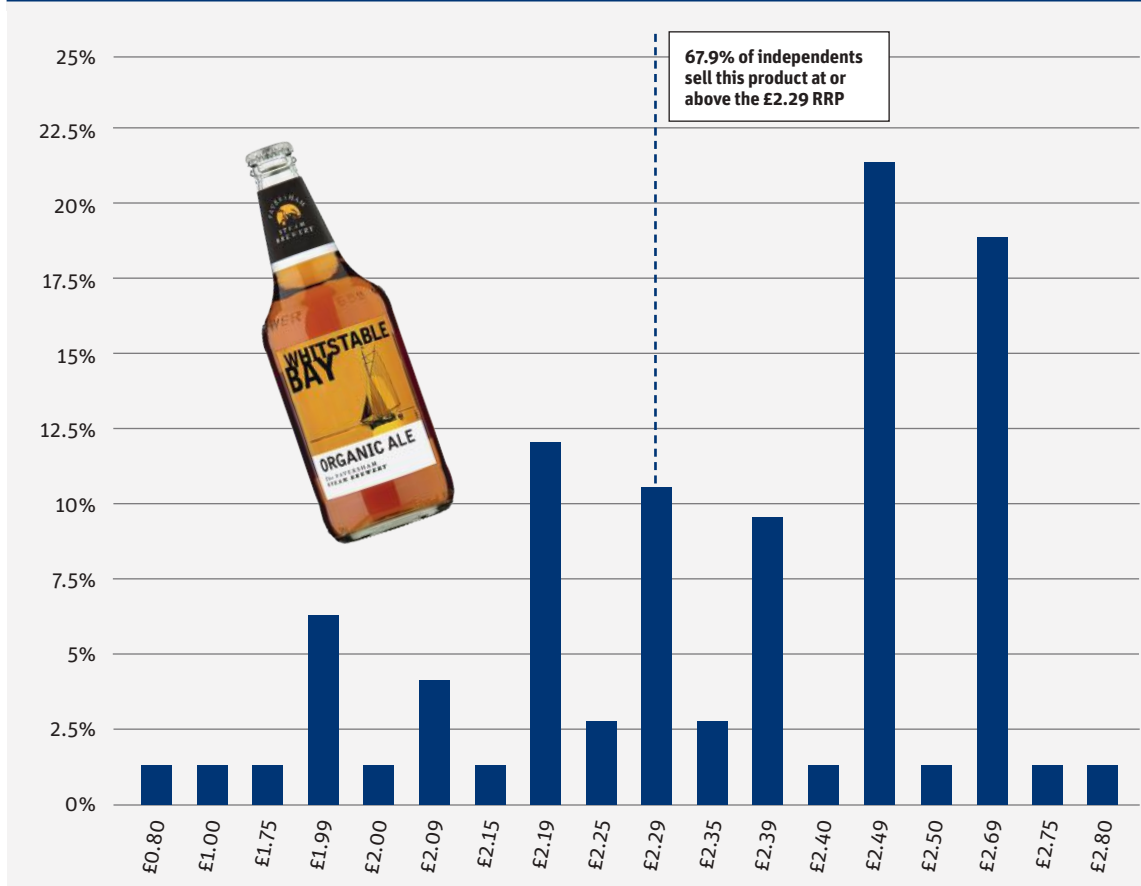
Next week: Effective Ranging

# PRICEWATCH

## Profit checker Craft beer

## Price checker

### WHITSTABLE BAY ORGANIC ALE 500ML Price distribution %



## Analysis

There was a mix of pricing strategies for craft alcohol among the four retailers we spoke to this week, which reflects the trend in our Profit Checker graph.

Nearly 11% chose to stick with

Booker's £2.29 RRP on a 500ml bottle of Whitstable Bay Organic. More went above – 21% picked £2.49 and 18% went for £2.69. However, charging below RRP was also favoured by nearly one third of stores.

The approaches in the Price Checker chart were also similar. One retailer chose to add as much as 40p on top of the Booker RRP, while another chose to reduce the RRP by 30p.

### PRODUCT

**Hobgoblin Strong Dark Ale**  
500ml

**Hop House 13**  
650ml

**BrewDog Punk IPA**  
330ml

**Hobgoblin Gold**  
500ml

**BrewDog Elvis Juice**  
330ml

**BrewDog Dead Pony Club**  
330ml

**Hop House 13**  
330ml 4-pack

**Whitstable Bay Pale Ale**  
500ml

**BrewDog 5AM Saint**  
500ml

**BrewDog Nanny State**  
330ml

**Whitstable Bay Organic Ale**  
500ml

**BrewDog Vagabond**  
330ml

## How we drive our profit

### Bob Sykes

**STORE** Denmore Premier Food & Wine Store  
**LOCATION** Rhyl  
**SIZE** 1,000sq ft  
**TYPE** seaside

#### TOP TIP

Craft alcohol isn't the most well-known category, but offering a dedicated section can help overcome this issue



**We either round** up the prices of craft alcohol to £2.29 or have them on promotion at three-for-£5. The margins we make are usually 20% and we purchase all our products from Booker. Promotions are the favoured pricing strategy because customers rarely ever buy just one bottle of craft beer. The store is also in quite a competitive area because there's a Spar and Go Local nearby, and the promotions certainly help encourage customers to buy craft alcohol from us. We also give the category its own dedicated section to help it stand out even more.

### Peter Lamb

**STORE** Lamb's Larder  
**LOCATION** Tunbridge Wells  
**SIZE** 650sq ft  
**TYPE** commuter town

#### TOP TIP

Stock local craft alcohol because this can help you differentiate from other stores



**I always aim** for a 30% margin on my craft alcohol sales. The main products I stock are from local breweries, which provide brands such as Old Dairy and Cellar Head. There's no competition in the area, but ales aren't cheap to buy and it only makes sense to chase the higher profit margins. The price I set on a 500ml bottle is normally £2.85. An advantage craft beer has over other alcohol categories is the labelling, which helps them stand out more on a display. Social media is also useful for raising awareness of the range.



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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 POST OFFICE AND VILLAGE SHOP IN OXFORDSHIRE	RETAILER 2 OFF-LICENCE IN BRIGHTON TOWN CENTRE	RETAILER 3 HIGH STREET OFF-LICENCE IN SOUTH EAST LONDON SUBURB	RETAILER 4 OFF-LICENCE IN WARWICKSHIRE TOWN	RETAILER 5 HIGH STREET C-STORE IN BRIGHTON AREA	RETAILER 6 LARGE MAIN ROAD C-STORE IN WEST YORKSHIRE TOWN
£2.17	£2.05	£2.25	£2.55	£2.19	£1.99	£1.99	£1.79
£2.56	£2.59	£2.49	-	-	£1.99	-	-
£2.33	£2.29	£2.19	£2.49	£2.49	£1.89	£2.49	£1.99
£2.15	£2.19	£2.49	-	-	£1.99	-	£1.89
£2.42	£2.39	-	£2.49	£2.49	-	£2.49	-
£2.33	£2.19	£2.19	£2.49	-	£1.99	£2.49	£1.99
£5.21	£5.49	-	-	-	£5.20	£5.00	-
£2.15	£1.99	-	£2.69	£2.19	£1.99	£2.19	£1.89
£2.37	£2.29	-	£2.49	£2.49	£1.89	£2.49	£1.99
£2.02	£1.99	-	£2.00	£1.89	-	-	£1.69
£2.35	£2.29	£2.19	£2.69	£2.19	£1.99	-	-
£2.34	£2.29	-	£2.49	-	-	-	£1.99

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Eugene Diamond

Diamonds of Ballymena



Glens of Antrim Crisps (£1)



#### Where did you discover them?

The owner came to my store a couple of weeks ago and was trying to persuade me to stock his products. I decided to give them a go and we're one of the few shops in the area who sells these. He is based down the road, so we can rely on good supply and availability.

#### Who buys them?

The company has been around since the 1970s, so not only does this mean they've established a reputation and customers trust them, but we also get a lot of older people buying them because they are a nostalgic product. There is a good mix of customers because crisps are popular in general and people of all ages will buy them for a snack throughout the day.

#### Why are they so successful?

We had already sold 35 cases of 12 in the two weeks after we began stocking them at the beginning of June. The range is really good because you've got traditional flavours, such as Chilli and Cheese & Onion, but there are more unconventional flavours, too. These include Sea Salt & Cider Vinegar alongside Gammon & Pineapple. I've also been promoting them quite heavily on social media, which has been really useful in generating awareness.

## Raj Aggarwal

**STORE** Spar Wigston  
**LOCATION** Sheffield  
**SIZE** 1,800sq ft  
**TYPE** suburban

#### TOP TIP

Always have a mix of more established core brands and products sourced from local suppliers



**I usually add** a couple of pence on top of the RRP, but promotions are definitely key as I am in a competitive area. My alcohol is purchased from Blakemore and I make average margins of between 20% and 25% when I use three-for-£6 promotions. I used to run three-for-£5 promotions, but discontinued this as I found the margins were really slim. Everything is placed in a two-metre display unit. I have a wide range of craft beers, which include brands such as Whitstable Bay, Old Speckled Hen, Bombardier and BrewDog.

## Scott Jell

**STORE** Molly's Nisa  
**LOCATION** Luton  
**SIZE** 2,200sq ft  
**TYPE** neighbourhood

#### TOP TIP

Always follow advice from your supplier and use PoS to raise further awareness of your alcohol range



**The strategy I** use is pricing a couple of pence below RRP and this gives me average margins of 20%. I am in a very competitive area and this helps increase the likelihood of customers coming into my store to purchase my craft alcohol, which I buy from Nisa. PoS is also very helpful in raising awareness of the range and I always follow the planograms and advice provided by the suppliers. They are experts in the category and they have some of the most useful ideas about the right range of products to stock and the best ways to merchandise them.

# CATEGORY ADVICE

In association with



## Boost sales with pricemarked packs

Six weeks on from our visit to Pradhyot Gandhi's store in Bradford, we find out whether the changes made to his soft drinks display by Lucozade Energy experts Claire Keaveny and Jonny Acton have boosted sales

**DRIVE SOFT DRINKS SALES IN YOUR STORE**  
For more advice and tips, go to [betterRetailing.com/grow-soft-drinks-2](http://betterRetailing.com/grow-soft-drinks-2)



### FOCUS ON PRADHYOT GANDHI

One Stop Bolton  
Lane, Bradford,  
West Yorkshire

"I hadn't realised how much pricemarked packs can boost sales and attract repeat customers. They're great sellers. They complement my permanent offers and the value message really appeals. My Lucozade sales almost doubled and the company's advice inspired me to apply what I have learned to grow my sales even further."

### EXPERT ADVICE

#### JONNY ACTON & CLAIRE KEAVENY

Field Sales Manager  
& Senior Brand Manager,  
Lucozade Energy



"Pradhyot's passion and natural instinct to please his customers was a delight to see, and we are excited that the changes made have increased his soft drinks sales significantly. His improved price image will continue to attract loyal customers and grow his sales."



### LUCOZADE ENERGY'S TIPS

- 1 Use pricemarked packs to increase value perception and build trust with shoppers
- 2 Make the most of consumer campaigns by using PoS to drive brand recognition
- 3 Ensure top-selling lines are displayed at eye-level to encourage high-margin sales
- 4 Stock low- and zero-calorie next to core flavours to offer shoppers healthier choices

### CHALLENGES AND CHANGES

- **Pricemarking:** Pradhyot was missing out on sales of some fast-selling products. Pricemarked lines in different formats, including cans, were added to provide an entry point to the energy market, improve value perception and increase loyalty.
- **Effective PoS:** Pradhyot's display wasn't capitalising on the extensive Lucozade Energy campaign. Eye-catching shelf-edge strips, wobblers and a display bin were introduced to highlight the campaign, boost brand recognition and drive sales on high-margin lines.
- **Visibility:** Pradhyot's top-sellers and low- and zero-calorie drinks, such as Lucozade Zero, weren't standing out. The display was rearranged to place them at eye-level to encourage planned purchases and increase impulse buying.



### THE RESULT

# £5,774

predicted soft drinks sales  
increase per year, based  
on data from a  
six-week period

### KEY LESSONS

- 1 Stock pricemarked options as an entry point to energy drinks to improve the perception of value in your store and increase customer loyalty.
- 2 Use eye-catching PoS – such as shelf-edge strips, wobblers and display bins – to reinforce consumer campaigns and boost high-margin sales.
- 3 Display top-selling lines and low- and zero-calorie options at eye-level to encourage planned purchases and increase impulse sales.



Before

After

# YOUR NEWS



## World Cup bake sale scores charity £200

Spar Holmewood in Chesterfield raised more than £200 for the NSPCC after hosting a World Cup-themed bake sale last week. Store manager Tim Farmer said his store is ranked third highest for fundraising across the whole company and he is keen to get to number one. He told RN: "My team is really motivated and came up with the idea. We had a few hundred customers come and enjoy the cakes, and they loved the World Cup theme."

## Food fair draws the crowds

A Nisa forecourt retailer set up a mini food fair outside his store to attract the crowds at the 80th anniversary of Guildford Cricket Festival.

Last week, business development manager Gary Kemp invited three new suppliers to showcase their products in a marquee at the BP Falcon Garage in Guildford. He told RN: "This wasn't about taking money from customers - we saw it as an opportunity to show off our new products."

On average, 20 customers visited the marquee every hour to sample products from The Protein Ball Co, Zeo and I Love Snacks.

"It was a great success and we now have the confidence to potentially host two events a year," said Mr Kemp.

**Post-Brexit cross-border cooperation promised** 'Retailers are the lifeblood of all communities'

# Irish politicians to work together on smuggling

by Jack Geary

RNreporter@newtrade.co.uk

Retailers have welcomed a pledge from political representatives to work together to combat smuggling between Northern Ireland and the Republic of Ireland in the wake of Brexit.

During a roundtable discussion in Belfast on 15 June, retailers, police authorities and politicians discussed the threat posed by cross-border smuggling ahead of the UK's impending exit from the EU, and promised to bring it to the forefront.

According to statistics from the Tobacco Retailers' Alliance, 60% of border-based retailers have seen an increase in smuggling over the past year, with nine in 10 retailers believing smuggled goods have hit their profits. A further 70% expressed concerns about the effect Brexit will have on smuggling and the sale of goods in their communities.

"What is going to happen? We don't know," said Vincent Jennings, chief executive of the Convenience Stores & Newsagents Association.

"Smugglers create problems for people and we as retailers can't do anything about it. We wait for our political masters to come to these decisions."

DUP MP Ian Paisley admitted clamping down on cross-border smuggling was going to be "a major challenge" post-Brexit.

"You need to address the cause and effect, and you need to address symptoms," he said. "We must ensure people who are selling goods are educated not to sell them and people who are buying those goods are made fully

aware of what it is they are purchasing."

The TD for Louth Declan Breathnach, who is sponsoring the Sale of Illicit Goods Bill 2017, said: "I would appeal to all retailers, both north and south, to have a serious word with our politicians, not just in relation to the massive illicit trade that's happening, but more importantly, in the context of Brexit.

"Be it a hard or soft border, the issue here is that we've got to protect the retailers who are the lifeblood of all communities."

## £20 note warning by NFRN

The NFRN London district has warned retailers that counterfeit £20 notes may be circulating, following the arrest of a man in Canary Wharf.

Staff at two News on the Wharf stores, owned by Peter Wagg, alerted security after a customer tried to use a fake £20 note in one store. After a second attempt in another store, security alerted police and an arrest was made.

"My staff tell me there was at least one, probably two men working with the arrested man, so be warned - there's a lot of fake £20 notes in circulation," said Mr Wagg.

Retailers in the area have been warned to stay vigilant when accepting notes in payment.

## Support Scots safety bill, says NFRN

Retailers are being encouraged to stress to the Scottish government the importance of safety, following a successful first stage in the introduction of a bill offering retail workers additional protection from crime.

The comments come after a consultation for the proposed bill attracted more than 1,300 responses from shopkeepers and

consumers, with 95% in favour of the bill, which will increase the protection given to workers by criminal law.

The bill, initiated by Labour MSP Daniel Johnson, garnered the support of the 18 MSPs needed to progress it through Holyrood and was officially lodged earlier this month.

East Lothian shopkeeper Ferhan Ashiq,

who attended an all-parliamentary group meeting on behalf of the NFRN's Scottish district last month where the bill was discussed, said: "The signs are good, but this doesn't mean it's going to happen. We are going to have to galvanise even more support at the next stage."

David Woodrow, owner of Woodrow's in

Bishopton in the NFRN's Scotland district, said while support from the Labour, Conservative and Green parties had been strong, more lobbying was needed to gather SNP support.

"Retailers need to contact their MSPs and highlight the issue of violence against shopworkers. We need their support," he said.

# YOUR VIEWS

## YOUR LETTERS

### ■ We need to take action against Racing Post

Recently, hundreds of HND newsagents have lost big business through no fault of their own. As most of you are aware, Racing Post's publisher decided to amalgamate Racing Post and the Betting Shop into a polybag edition for £5.25, solely for the people involved with horse racing.

All was going fine, but because of this factor, a company named Citibet came along and offered to take over the delivery side of the paper. A few weeks ago, it approached Menzies - and Menzies decided to shaft its newsagent customers.

Menzies has a monopolistic, delivered system and has now turned to retail as well as wholesale, delivering directly to bookmakers, taking out newsagents by claiming third-party contracts.

Such is the devastation of this barbaric action, my organisation, HNDA, has contacted Racing Post and advised them that unless the situation is reversed by 2 July, no Racing Post newspapers will be



**Menzies should have refused to deliver directly, and instead simply referred them to a local retailer in the area**

**Maldwyn Morgan**



on the shelves from that date. This action will hit the publisher big time, and we anticipate that 5,000 copies will be lost each day.

**Brian Webb**  
Founder, HNDA Ltd

**RN contacted Menzies for a reply, but it declined to comment**

### ■ Menzies should have refused this terrible deal

Our store has been supplying Ladbrokes for over 50 years with the Racing Post newspaper and the display that comes with it. But last week, I was shocked to hear that it had cancelled its order. When I went in search for who had taken

over, I was amazed to find out it was Menzies Distribution.

Menzies has started to cream off its best customers and deliver directly, rather than exclusively wholesaling to retailers.

In my opinion, Menzies should have refused to deliver directly, and instead simply referred them to a local retailer in the area.

I would like to know if Menzies is charging Racing Post the minimum weekly delivery charge that we independent retailers are forced to pay?

**Maldwyn Morgan**  
Glyn Morgan Newsagents  
Shanklin  
Isle of Wight

**RN contacted Menzies for a reply, but it declined to comment**

## YOUR SAY WHAT WILL YOU DO WHEN THE PASS MY PARCEL SERVICE CLOSES?



### John Vine

Newsworld, Shropshire  
I have a lot of people who buy and sell through Pass my Parcel, so I'm not sure what will happen when it closes. It's a feature that drives footfall into my store because my customers know it has a high level of security. The closure will therefore only damage the public perception of newsagents. Pass my Parcel hasn't even consulted us. It's a backwards step, because the service it provides is brilliant.

### Dave Hiscutt

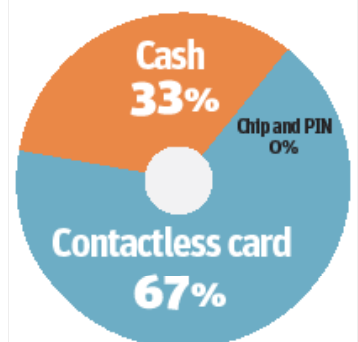
Londis Westham Road, Weymouth  
I haven't got a clue what I am going to do when Pass my Parcel goes down. When we first got it, it was a slow burner, but now we have a steady

customer base who use it. No one has approached us yet as to what will happen, but I will be exploring other options now, as long as the courier fits my needs, such as only operating small parcels - I don't have space for large parcels.

### Ray Monelle

Orchard News, Weston-super-Mare  
Since I found out Pass my Parcel was closing, I have approached PayPoint about installing a Collect+ service in-store. We don't have masses of people using Pass my Parcel, handling on average 20 to 25 parcels per week, but it is still worth having in-store. So far, we've just had a letter telling us to carry on as per usual, but I will be looking to install a new system - I don't mind who from.

## RN READER POLL



## What's your most popular method of payment?

### NEXT WEEK'S QUESTION

Are you worried about the carbon dioxide shortage?



**Vote now at**  
[betterretailing.com](http://betterretailing.com)

## BUYING GROUP DEALS MAKE SUMMER EVEN SWEETER



**As a result of the warmer weather, alongside all the hype and buzz around the World Cup, I have enjoyed a 10% increase in sales across my soft drinks as well as my alcohol category.**

This has been complemented by buying groups such as Landmark offering promotional deals on alcohol,

and I have benefited from this.

A lot of buying groups constantly have deals on that offer good margins, and because they have them on at different times, it is very sustainable for us retailers, especially with the

rising costs across trade generally.

**Ravi Raveendran**  
Colombo Food & Wine, Hounslow

**100 YEARS AGO**

29 June 1918

Getting newsagents out of the war involves sharing with the National Service some information, such as years of trade, ground covered, and how many other newsagents are in the army or "made the great sacrifice"

## VIEW FROM THE COUNTER with Mike Brown



Towards the end of the NFRN annual conference in Torquay, I received some sad news. Brian Howe, who had worked for the NFRN as a district organiser, had died.

Brian visited my shop 27 years ago. He took me along to my first Middlesbrough branch meeting. Soon, I was hooked and have been involved at various levels ever since.

I came from a teaching background and knew nothing about the newspaper business. Brian gave me an enormous amount of help and advice that saved me a fortune over the years.

Federation members gave Brian a good send off at his funeral in Darlington on 14 June, the celebrant recounting many stories of Brian's time with the NFRN in her eulogy.

When the manager of Coral came to see me in person at the shop, I suspected more bad news. She was

reluctantly cancelling the racing papers - an order worth £40 a week - and thanked me for providing an exemplary service over many years.

I suspect this scenario has been played out many times this weekend, up and down the country, with a massive backlash on social media sympathising with newsagents, especially staff at Coral who will lose a relationship with their local shops.

A company called Citipost has taken over distribution but in my area, Menzies will be the direct delivery agent. It will be interesting to see if this added commitment for Menzies will affect newsagents' delivery times.

I visited my local Blakemore cash and carry in Middlesbrough today and learned that Parfett's is taking over. They are closing for four days for the changeover, so I will let you know next time what I think.

## YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



If you can't make it to the seaside, Diamonds has all the goodies to make you think you're there: Rock, Dummies, Dulse and Ice Cream. And we're only 20 miles from the beach

**Eugene Diamond**  
@EDiamond136



A customer ordered @MonocleMag and recommended it as a good read. He wasn't wrong - it's an amazing magazine. July/August issue on sale here now

**Newsagent**  
@LOMASNEWS

It's going to be a glorious day for National Gin Day! We have 54 different gins and gin liqueurs in store at the last count #gin #NationalGinDay

**BargainBooze Mary St**  
@BargainBoozeM



Suppliers applying limits to purchases of soft drinks and carbonated drinks because of the CO<sub>2</sub> shortage. Then there's this weather... Perfect storm. I apologise in advance.

**ANCOATS GeneralStore**  
@AncoatsGS

Grab a Bud 12-pack and get a 4-pack of Bud 0% free!

**MJ's Go Local Extra**  
@MJSLocal

# INVESTIGATION

## Your wholesalers

Who is your main wholesaler?



Late deliveries, short supplies, damaged stock. Newstrade supply issues have headlined RN's news pages for decades, and prompted the NFRN to call on the CMA for a supply chain investigation last year. But what is the true cost to news sellers? RN and our sister title Retail Express surveyed retailers across the UK to find out. **Chris Rolfe and Jack Courtez** report

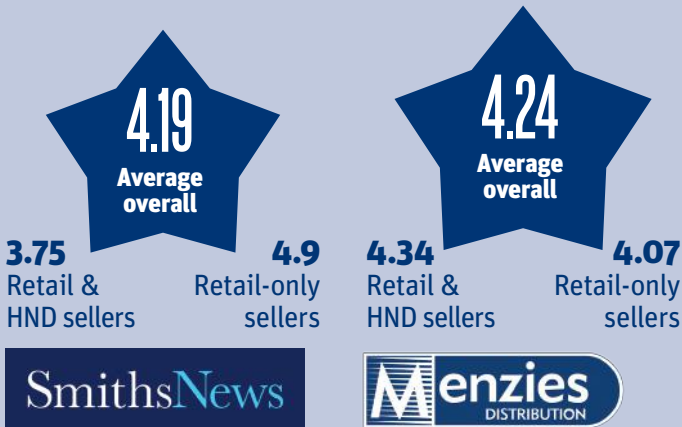
# The true cost of poor service

**T**he newstrade is still the core of many businesses – a near-£3bn industry that brings in customers day after day. Its average 8% to 9% fall in print sales is therefore a problem for not just retailers, but all in the newstrade. Changing reader habits and the rise of digital news can be blamed for much of this decline – but not all of it. At this month's NFRN annual conference, escalating carriage charges, coupled with severe service issues that drive retailers out of the newstrade, were again identified as causing falling sales. Yet, the

extent of this problem and how anecdotal issues fit into a wider picture have so far been hard to calculate. With the federation's call for a supply chain investigation by the CMA, the profile of this decades-old issue is now rising, so RN and Retail Express decided to investigate the true impact of these supply issues, by surveying 90 representative stores from across the UK. While evidence of lost profits and customers was expected, the impact of these everyday issues on news sellers everywhere is a lost sales scandal.

## Quality of service rating

Scored from 0 to 10



**Smiths**  
Supplying around 21,267 news sellers and 3,500 HND operators, Smiths narrowly has the highest share in the wholesale market. With marginally lower customer satisfaction scores than Menzies, retailers with HND operations rated Smiths' service lower than their retail-only counterparts.

**Menzies**  
Currently up for sale, the UK's second largest news wholesaler supplies around 21,267 retailers and 3,477 HND agents. While it scored fractionally higher on customer service than Smiths, retail-only news sellers were less impressed with Menzies than those receiving HND supplies.

**4.28** retailers' average rating out of 10 for news wholesalers' quality of service

Wholesaler	Average Overall Rating
Smiths	4.19
Menzies	4.24
News UK	3.75
Other	7

**News UK**  
Nearly 5% of respondents are served by News UK's direct-to-retail service in London, and scored it lower for its service than Smiths and Menzies.

**Other**  
Just over 2% of survey respondents are supplied by other specialist suppliers and are happier with the service received from these smaller companies.

# The lost news sales scandal

## HND retailers

Supplied by: Smiths



Market share  
**7.10%**

Number of retailers **3,508**

Total market annual lost sales **£26,967,363**

Respondents' average weekly lost sales **£147.82**

Supplied by: Menzies



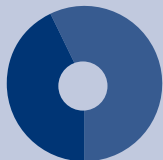
Market share  
**7.03%**

Number of retailers **3,477**

Total market annual lost sales **£27,853,475**

Respondents' average weekly lost sales **£154.05**

Retail-only  
Supplied by: Smiths



Market share  
**43.02%**

Number of retailers **21,267**

Total market annual lost sales **£99,927,810**

Respondents' average weekly lost sales **£90.40**

Supplied by: Menzies



Market share  
**42.64%**

Number of retailers **21,078**

Total market annual lost sales **£56,327,411**

Respondents' average weekly lost sales **£51.40**

Total  
All



Market share  
**100%**

Number of retailers **49,484**

Total market annual lost sales **£211,076,060**

Respondents' average weekly lost sales **£118.07**

## News supply issues: the impact



Of all the statistics revealed in our news supply chain survey, one of the most worrying was the fact that just one third of the 90 respondents had claimed restitution for service issues in the past year, despite all experiencing problems. The impact of poor or disrupted service on retailers revealed by the data proves they have much cause to claim.

HND agents surveyed report losing an average £695 in revenue each time a customer cancels an order due to service issues, for example – something they experience around 10 times year.

The average weekly takings of a store served by Smiths News fall by around £112.40 when wholesaler issues occur, and by £128.57 if they are served by Menzies.

And the most common problems for retailers include hour-late deliveries (an occurrence stores can expect eight times a month), short or missing supplies (which retailers experience around seven times a month) and damaged supplies and missing credits (experienced 5.6 and 4.2 times a month).

Combined, these issues cause retailers to take time out of their businesses to call wholesalers 3.5 days a week or contact them by apps on 2.5 days to report service problems.

RN has long reported retailers' issues with supply of print titles, but through this new data, we add their individual problems together and reveal a national, multimillion-pound sales haemorrhage – an estimated £211m in total sales lost by the UK's near-50,000 convenience news sellers annually.

While the onus is on retailers to claim restitution where compensation for these issues is due, and report service issues to bodies like the NFRN to help build a national picture that aids campaigning for improvements, the data also presents a huge challenge for publishers and wholesalers.

Against a print sales decline of around 9% per year and the estimated £211m sales loss revealed by our survey, our calculations also reveal that retailers could benefit from a potential 11% extra revenue if no service issues hampered sales. They are badly needed – by all involved in the supply chain.

# INVESTIGATION

## Your service issues

In the past month, on how many days have you experienced the following incidents?

Late deliveries, short or missing supplies and damaged stock were the most frequent issues reported by respondents.

Menzies fared worse than Smiths for delays of less than one or two hours, but Smiths ranked slightly higher where delays of two hours or more occurred.

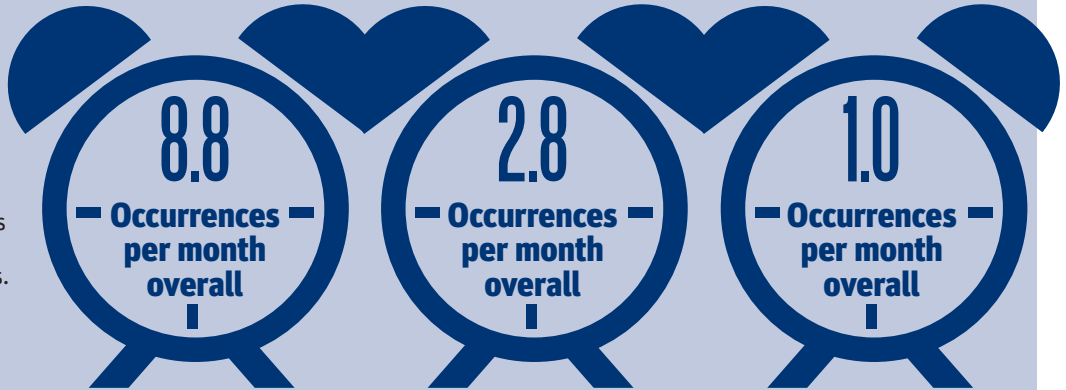
Smiths was the higher scorer when it came to short or missing supplies and inserts, and also suffered more breakdowns and re-runs.

But damaged stock, late voucher payments, refused credits and missing paperwork were a bigger issue for Menzies customers.

Late deliveries – less than an hour

Late deliveries – less than two hours

Late deliveries – more than two hours



8.8  
Occurrences per month overall  
8.6  
Smiths News

9.7  
Menzies

2.8  
Occurrences per month overall  
2.5  
Smiths News

3.4  
Menzies

1.0  
Occurrences per month overall  
1.1  
Smiths News

0.9  
Menzies

### Short or missing supplies



8.6  
Smiths News

6.5  
Menzies

### Inserts/supplements missing



3.0  
Smiths News

2.2  
Menzies

### Damaged stock



5.3  
Smiths News

6.6  
Menzies

### Late voucher payments



0.5  
Smiths News

0.8  
Menzies

### Broken down delivery vehicle



0.6  
Smiths News

0.3  
Menzies

### Re-runs



2.6  
Smiths News

2.0  
Menzies

### Refused credits



4.1  
Smiths News

4.3  
Menzies

### Missing paperwork



2.9  
Smiths News

3.9  
Menzies





## Reporting your issues

3.5 

Average number of days a week respondents call their wholesaler about a service issue

 31.3

Average minutes respondents spend on the phone to their wholesaler – 33.9 minutes for retail-only, 29.7 minutes for HND

2.5 

Average number of days a week respondents contact their wholesaler via an app to report a service issue

30.3% of respondents have claimed restitution for service issues in the past 12 months



## Late deliveries and incorrect allocation

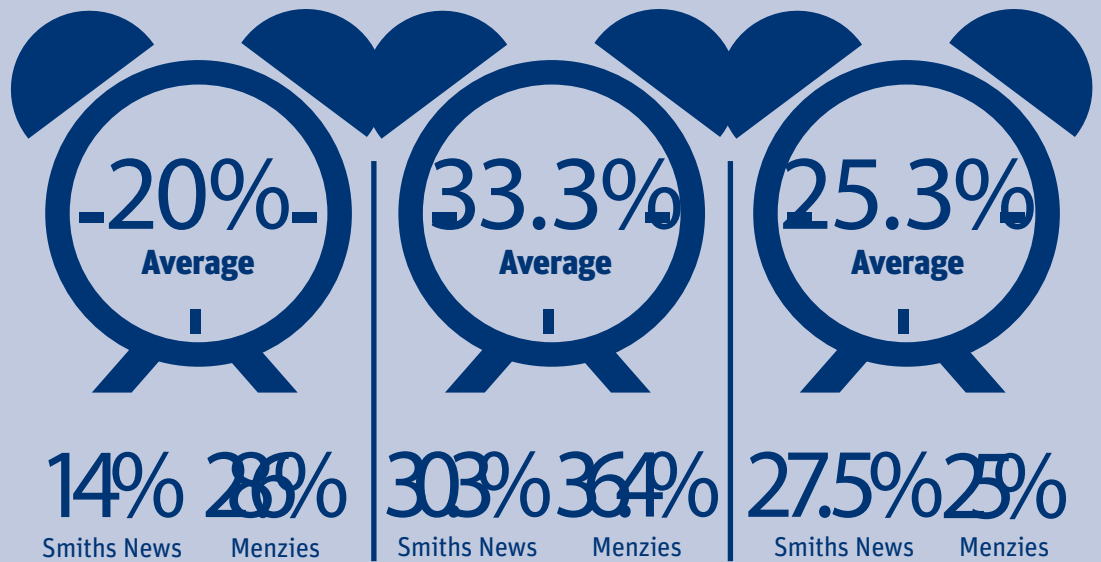
In the past month, have you experienced the following incidents?

Delays, lost customers and incorrect allocation are three common problems for retailers. Menzies is the worst offender for the first two issues, especially when it comes to late deliveries, but more retailers complained about Smiths' allocation.

Have encountered delays of more than an hour more than once per week

HND retailers who have recently lost 10 or more customers due to wholesaler delays

Have experienced 10 or more days when they did not receive the correct numbers of each newspaper



## The cost of service issues to retailers



Retailers' average weekly takings are **£1,255,73**, according to our data. But taking in the average losses caused by service issues, this figure could rise to **£1,449.94** if regular problems were solved. Here's how that figure breaks down by wholesaler and type of news seller.

Wholesaler	Average weekly takings	Average weekly losses from wholesaler issues	Potential revenue growth if no issues
Smiths News	£1,144.68	£112.40	9.8%
Menzies	£1,293.43	£128.57	9.9%

News seller	Average weekly takings	Average weekly losses from wholesaler issues	Potential revenue growth if no issues
HND + retail	£1,769.81	£151.32	9.3%
Retail-only	£723.24	£66.67	9.2%

## The impact on HND

8.34 

customers lost per year through service issues

(Smiths: 8.6, Menzies: 8)

£695

The annual profit value of these customers

(Smiths: £719.44, Menzies £666.67)

# INDUSTRY PROFILE

## United Wholesale

As Scotland becomes the first testing ground for legislation such as Minimum Unit Pricing and the Deposit Return Scheme, Asim Sarwar outlines how he is helping Scottish retailers overcome these issues in his role as United Wholesale's managing director

**RN Are you worried about the level of uncertainty in the market at the moment?**

**AS** P&H going into administration certainly helped because we picked up new retailers, including 10 Costcutters, in the immediate aftermath. Conviviality's Bargain Booze stores, meanwhile, were a bit out of our reach and we don't do much business with restaurants and bars, so its collapse didn't concern us as much. More widely, though, it is worrying when you consider major high street retailers such as Maplin and Toys R Us have gone.

**RN How will you ensure nothing similar happens to United Wholesale?**

**AS** We're looking to increase the number of stores we work with from 528 to 545 by showing retailers the investment we're putting into trends such as vaping. We've already made £1m in vape sales over the past year and we'll continue to invest in this trend by ensuring retailers get the latest products first. We'll also provide them with education on legislation by working closely with suppliers. Some of our top retailers are generating £800 a week in vape sales, with net margins of 45%.

**RN Does this mean there is no interest in any of Blakemore's warehouses?**

**AS** We are always on the lookout for potential opportunities and possible acquisitions is something we'll consider. However, I don't think Blakemore covers any areas we're interested in right now. We're keen to consolidate our position in Scotland and we know there is still further growth to be had.

**RN Retailers in Scotland are being hit particularly hard by legislation. How are you helping them with these challenges?**

**AS** There is a lot of uncertainty in Scotland with the Deposit Return Scheme and Minimum Unit Pricing, and I want to use my upcoming role as SGF president to ensure retailers don't get hit hard. Lobbying more on legislation will be key. I believe in the benefit of DRS and the effect it has had on reducing plastic and litter in other countries, but we have to make sure retailers don't bear the brunt of having to pay for the facilities to make this possible. DRS should be a UK-wide initiative, but the SGF's lobbying will hopefully have a benefit on governments' future decisions throughout the rest of Britain.

**RN How will the impact of legislation on suppliers hit retailers?**

**AS** Unlike the sugar levy which has been a nationwide issue, suppliers have the problem with MUP where



**DRS should be a UK-wide initiative**

they have to reformulate their alcohol products and plan two factory runs for Scotland and the rest of the UK. It's a nightmare logistically. If we can find a way to resolve this issue, then we can hopefully make it easier for manufacturers with their supply runs. Suppliers will be able to spend more time working with retailers. Store owners might also find it easier to communicate with customers on these changes.

**RN Your upcoming role as SGF president affects retailers in Scotland, but how else can retailers throughout the rest of the UK benefit?**

**AS** I want to work with more stores in Scotland. There are a large number of independent retailers who are not SGF members and I want to show the value they can get with us, whether that is through education on staff training or legislation. These areas can be confusing and anything we can do to help make retailers' lives easier is certainly vital. I am aiming for positive results, which will show store owners outside of Scotland the benefits of being part of a trade organisation.

### \*\* Company CV \*\*

**Company** United Wholesale

**Managing director** Asim Sarwar

**Profile** As part of the Today's Group, Glasgow-based United Wholesale works with 528 retailers under Day-Today and USave fascias.

**Latest news** Managing director Asim Sarwar is to succeed Dennis Williams as the Scottish Grocers' Federation president in October.



# COLUMNIST



**Neville Rhodes**

## A year of mixed HND results

As we approach the first anniversary of DeliverMyNewspaper, what impact has the joint-industry venture had?



**N**ext month will be the first anniversary of DeliverMyNewspaper, the joint venture by most of the national newspapers to promote HND.

Publishers of The Sun, Mail, Telegraph, Times, Guardian and I got together to offer their readers free delivery for six weeks, paid for by the publisher, as an inducement to have their newspaper delivered on a permanent basis by their local newsagent or roundsman.

The results over the first year have been satisfactory, but not spectacular, as the publishers who spoke at this month's NFRN annual conference effectively admitted when they announced plans to beef up the promotion (RN 22 June).

Around 22,000 orders were placed – some of which were, for various reasons, declined by newsagents – and 7,000 delivery agents were identified, including

the postcode areas covered by their rounds, giving around 90% of households, at least in theory, access to an HND service.

The identification of HND agents is, as I shall explain later, hugely important not only for promoting news delivery, but also to every independent retailer who sells news.

The format of DeliverMyNewspaper, where publishers look for and incentivise readers to have their papers delivered and HND agents then manage the deal, is probably the best available in the current national newspaper market.

It is not as good as publishers incentivising agents to do their own canvassing for new orders. However, it is infinitely preferable to an individual publisher sending a canvassing team into an area and handing over the orders to an agent – who then discovers that many of the new orders involve his



### Identification of HND agents is hugely important

existing customers swapping one paper for another in order to get an M&S voucher.

DeliverMyNewspaper is economical for the publishers, because they are only paying for the free delivery that readers sign up for (a total of around £12.50 for six weeks of seven-day deliveries), and – provided they are genuine – DeliverMyNewspaper orders present HND agents with a potentially valuable new customer at little or no cost to themselves.

The work done by DeliverMyNewspaper in identifying where HND agents are and the areas they cover will be increasingly valuable to the newspaper industry as a whole as sub-retailing gathers pace.

Industry commentators, including myself, have been predicting for years that, sooner or later, the majority of news retailers will be forced by falling sales, shrinking margins and rising carriage charges to give up their news wholesaler accounts. As this happens, it will be the strong HND outlets that newspaper publishers will come to rely on to provide availability of their titles by sub-retailing to outlets in most areas outside the major city centres.

News retailers who are now untouched by DeliverMyNewspaper should keep an eye on it, and particularly the HND agents in their area. Some of these agents are set to become the 'supernewsagents' of the future, and it may not be long before they launch an initiative of their own to promote sub-retailing: DeliverMySmallBundle.

### \* The impact of the Menzies sale

**+** As I reflected on what was discussed at the NFRN conference, I thought about the elephant in the room: the pending sale of Menzies Distribution. This is probably the most significant development for the news industry's supply chain since the collapse of the WHSmith/Tesco 'national distribution' project nearly 20 years ago, yet it didn't receive a mention at the conference. The reason it is important to news retailers is whoever buys Menzies will want to get their money back as quickly as possible, and this has implications for carriage charges and service levels. The uncertainty about the future of the Menzies business also leaves Smiths News in a strong bargaining position with publishers as their contracts come up for renewal next year. If the publishers are forced to yield on their margins to Smiths, where else can they look for recompense except to retailers? Menzies may not like it, but its customers – and other news retailers, too – are entitled to have their say about how the sale may affect their future. Let's hear it.

*Neville Rhodes is a freelance journalist and former retailer*

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# SOFT DRINKS

## Water is changing

Water sales famously peak in summer months but, thanks to trends and product innovation, it is no longer a simple category to manage. **Priyanka Jethwa** reports

**T**he water category across convenience retail is booming, and with more shoppers turning to lower-sugar options, investing in a range of functional, fruit-flavoured and sparkling water variants is crucial. Over these two pages, we break down the six biggest trends in the water category, and find out from suppliers what it is that retailers need to know about them, including what you need to stock this summer.

### Functional Waters

What do you need to know about this category?

**27.6%**

Functional waters are driving growth in the water category as more shoppers search for natural energy alternatives, with the sub-category growing at 27.6% year on year

### Millennial shoppers

Millennials are particularly interested in 'quick health boosts', according to Ben Gleave, founder at LyteWater. This means they are looking for 'healthy' options they can consume on the go to match their busy lifestyles. "Under-35s are the most enthusiastic group of functional drink shoppers, and are likely to pay more for these products. 44% of consumers said bottled water with functional benefits were worth paying more for," he says. Amy Burgess, trade communications manager at Coca-Cola European Partners (CEP), says young shoppers increasingly want to stay hydrated, too. "Sport cap bottles are especially popular during the summer, as younger consumers look to hydrate when out and about on warm days," she says. >>

### Gym junkies

The functional water sub-segment is now worth more than £52m in the UK, and stocking products that highlight added benefits such as electrolytes and calcium can help attract shoppers looking to replenish after working out. This is according to Scott Meredith, UK sales director at Lucozade Ribena Suntory. "Lucozade Sport Fitwater is the second biggest functional water in the market and is designed to appeal to shoppers looking for a drink while exercising that has no sugar or calories," he says. Jamie Douglas-Hamilton, founder of Actiph Water, says bottled water sales are now overtaking sales of colas for the first time in the UK. "Retailers can capitalise on this trend by being early adopters and stocking functional waters, for example, as more shoppers look for drinks that replenish."

Are you catering to gym-loving customers?



Younger shoppers expect more from their water

# SOFT DRINKS

## Flavoured Waters

What do you need to know about this category?

### Taste is all important

Alongside low-sugar options, taste still remains the number one priority for shoppers when choosing a soft drink within the water category, according to Adrian Troy, marketing director at Barr Soft Drinks. "Within retail, there is a growing trend for natural botanical and fruity flavours, something that has also been seen across other categories," he says. Amelia Parker, brand marketing manager at Clearly Drinks, agrees with this, adding: "We've seen a 20% year-on-year rise in sales growth across flavours such as our Strawberry, Summer Fruits and Lemon & Lime 500ml." She adds stocking four-packs is also important, as more people look for multipacks in convenience. "Our Summer Fruits, Strawberry and Lemon & Lime 500ml in four-packs have increased in sales by 27% in the past year."



6%

The flavoured water category is growing at 6% year on year, and accounts for nearly one third of all impulse water sales

### Low sugar

With the introduction of the sugar levy, coupled with growing shopper interest in staying fit and healthy, more consumers will be turning toward the water-plus category, in search for drinks that have a low sugar content. Trystan Farnworth, commercial director for convenience and impulse at Britvic, says: "Low-sugar waters offer an option to health-conscious consumers looking to stay refreshed throughout the day."

Amy Burgess, trade communications manager at CCEP, says offering low-sugar water-plus drinks also helps attract more parents looking for drinks for their children, and brands like Capri-Sun Fruity Water reside within this. "Capri-Sun Fruity Water is worth almost £2m. The brand is available in two no-sugar flavours, Mango-Passionfruit and Blackcurrant, which are a blend of 3% fruit juice with water."

## Sparkling Water

What do you need to know about this category?

### Premiumisation

One of this year's biggest trends within the water-plus category is premiumisation, as demand for upmarket sparkling options increases. This, says Amelia Parker, brand marketing manager at Clearly Drinks, has led to growth in higher price points, with more shoppers willing to pay extra. Amy Burgess, trade communications manager at CCEP, says the flavoured sparkling water sub-category is popular among millennials, as this consumer group is increasingly health conscious, but is also looking for new and exciting flavour options at the same time. "The category offers consumers an alternative to traditional carbonated soft drinks, combining low- and no-sugar with fruity and refreshing flavours, while still being water-based," she says.



£82m

The water-plus category is worth £82m, and stocking a range of sparkling variants helps offer shoppers more variety



The category offers consumers an alternative to traditional carbonated soft drinks



### Sparkling fruits

Offering fruity sparkling water options attracts shoppers looking for a version of a carbonated drink without the sugar content found in typical colas. Amy Burgess, trade communications manager at CCEP, says its Glacéau Smartwater sparkling flavours range is designed to appeal to people looking for a refreshing, sparkling drink. "The flavoured sparkling range is available in a 600ml bottle that's ideal for busy, impulse shoppers," she says. Trystan Farnworth, commercial director for convenience and impulse at Britvic, says its Aqua Libra range, available in 330ml formats, falls under the sugar levy threshold. "Across many categories in food and drink, we now often see smaller entrants, such as Aqua Libra, re-setting category rules with products that are both tasty and have a low sugar content," he says. ●

Flavoured water continues to grow



# WORLD CUP IN FIVE



## RN's half-time team talk

How is your World Cup going? Has your sales strategy worked in practice? However you are doing so far, RN has gathered some top advice for your store

**T**he World Cup has already created drama, celebrations and controversial VAR decisions aplenty, but with England looking strong, the opportunity to profit hasn't gone away.

In fact, we're only just arriving at the knockout stages as you read this. Thus far, there has been no shootout drama and as the games go on, the tension is only set to build.

Top suppliers are working to help retailers take advantage of this. "With 52% of beer and cider value sales taking place over key seasonal periods, the World Cup

presents a vital opportunity for retailers to unlock value in the category," says Toby Lancaster, category and shopper marketing director at Heineken. It is therefore no wonder the industry is coming together and investing in support for independents.

RN has spoken to some of the biggest brands in convenience and asked them for some mid-competition advice – simple things every store owner can implement. Make sure when shoppers need to stock up on drinks, snacks and confectionery ahead of a big game, it is your store they think of first.

### Get your displays match-ready

Susan Nash – trade communications manager, Mondelez

Retailers can make the most of the World Cup by creating theatre in-store. Stores should utilise manufacturers' PoS and football-related items. Retailers should also group products together and position them in high-traffic areas. To really capitalise, staff could wear football shirts, too.



### Focus on soft drinks for non-drinkers

Amy Burgess – trade communications manager, Coca-Cola European Partners (CCEP)

With 21% of adults now choosing not to consume alcohol, soft drinks provide a major opportunity for retailers to increase their sales to customers enjoying nights at home. Sharing formats are really important, so ensuring shelves are stocked up with well-known brands is vital.



### Utilise cross-category opportunities

Sharon Palmer – head of trade marketing, BU North at AB InBev

Retailers can really benefit from the World Cup – 81% of shoppers who are purchasing beer to consume at home do so when watching a sporting event on TV. For football-focused occasions specifically, the top three purchases are beer, savoury snacks and soft drinks.



### Chill your beer and cider range

Toby Lancaster – category and shopper marketing director, Heineken

Shoppers are twice as likely to purchase chilled products, so ensure your beer and cider offer is well chilled and shoppers won't venture elsewhere. Equally, most beer and cider sales are sold in single or small packs, so ensure your fixture is fully stocked with the right pack sizes.



### Become a World Cup destination

Rebecca Smith – head of circulation, Panini

Panini distributed 20,000 promotional packs to independent retailers but we still have some left – the more promotional albums you give out, the more likely shoppers are to jump into collecting and repeat purchase throughout the next few weeks of the World Cup. ●



# MEALTIMES

Whether it's a Starbucks or a Tesco Metro, independent retailers face challenging competition when it comes to lunchtime trade. Five retailers tell **Alex Yau** how they manage to offer a more credible offering

## Lunchtime challenge



Adam Hogwood offers on-trend options such as Katsu Curry



**Adam Hogwood**  
Budgens of Broadstairs, Kent

### The challenge

#### Enticing passing trade on a forecourt

There's a Subway in my store, but food to go that's ready to eat doesn't do as well in my store as ready meals. Stores nearby include a Co-op and a Tesco Metro. The customers coming into the forecourt prefer to pick up their food to heat up at home or in the office. I've started offering products such as microwave Chicken Katsu Curry. It's all about being on-trend and differentiating. Customers will get bored if I'm offering them the standard ready meals they can get elsewhere, such as cauliflower cheese or lasagne. Elsewhere, Booker's Discover the Choice own-label ready meal range also does quite well.



**I differentiate by offering a wider range of products**



Most stores look to differentiate from their nearby competition



**Chris Herring**  
Londis Shipway Post Office, Torquay

### The challenge

#### Sandwich and meal deal options from Asda, Sainsbury's and Co-op

My shop is in a very competitive environment when it comes to my lunchtime trade, as there's an Asda, Sainsbury's and Co-op nearby. I don't really want to compete with meal deals because I find this limits what customers can get. They don't want to be restricted to single-serve grab bags, for example, as there will be many customers who want bigger sharing bags. The sandwiches I offer are freshly made on site each day and I normally sell up to 60 of them. We have a mix of residents and workers, and all of them comment on how much better quality they are than pre-packed sandwiches offered by nearby supermarkets.



**Mehmet Guzel**  
Simply Fresh Old Oak, London

### The challenge

#### Nearby coffee shops

There are a few coffee shops on the street nearby and I differentiate by offering a wider range of products. These include artisan bread and meats from the deli counter to cater to the trendier and younger audience who won't mind paying for more premium products. Having a shop in London means I can serve these customers quite well. However, not everyone will want more artisan products and will be after a standard meal deal. We offer this with sandwiches, drinks, a snack and a free piece of fruit. It's always about offering a range which will cater for all types of audiences who might be going elsewhere.





A full deli offer is helping some top c-stores stand out



**The challenge**

**Catering for heavy footfall in a city centre**

The store is based in an area which has lots of competition from high street café chains and supermarkets. I'm one of the first Spar stores in the country to offer products from Clayton Park Deli. This allows me to heat up pasties and pastries in up to 30 seconds, which is ideal because of the busy footfall in the mornings, afternoons and evenings

when students and office workers are going home or to study. We also have a seating area, but the speed of the machine allows us to serve hundreds of customers a day without the risk of them leaving in frustration because they have to wait ages, like they do with competing supermarkets and high street coffee chains nearby.



Highly popular and highly profitable – slush machines are becoming ubiquitous



**The challenge**

**Meeting the demands of nearby school children**

My shop is at the middle of a housing estate where there are plenty of families and schools nearby. However, there are also supermarkets and other independent retailers competing for similar trade. We do offer pasties, wraps and sandwiches which are suitable for them, as well as the nearby workmen, but we differentiate with the

self-serve slushy drinks machine, which is based centrally in the confectionery aisle towards the middle of the store. We generate more than £70 per week in sales from this machine alone. No other store offers this and the kids will often add more products alongside their slushy purchases during the lunchtime rush.

**Advice from suppliers on making the most of your lunchtime trade**



**Isla Owen**

Senior marketing director at Adelle Foods

**Offer branded products**

Customers will be put off if they see a sandwich display without clear branding, regardless of whether the products are made from the highest quality ingredients. Having a visible brand just builds awareness and reinforces the idea the products can be trusted. Brands are key in that respect.

**Urban Eat Meal deal**

Adelle Foods has made its range of Urban Eat sandwich products, which include gluten-free and halal options, available to retailers in a meal deal. Customers can get an Urban Eat sandwich, snack and soft drink for £4 or less.



**Katy Hamblin**

Marketing manager at Pipers Crisps

**Focus on premium snacks**

Customers are becoming far more discerning in their choice of food and drink, which is driving the trend towards premium products. They'll actively seek great-tasting snacks in preference to mediocre, commonplace fare whenever there's a choice. For them, it's not about the price, but the value they get from the quality of the food they consume.

**Pipers Crispeas**

Crisp brand Pipers has launched a range of Crispeas snacks to help retailers tap into the demand for premium snacks. With 95 calories per bag, flavours include Matar Paneer, Salsa Verde and English Mint.



**Richard Duploc**

Marketing manager at Yazoo

**Stock the right formats**

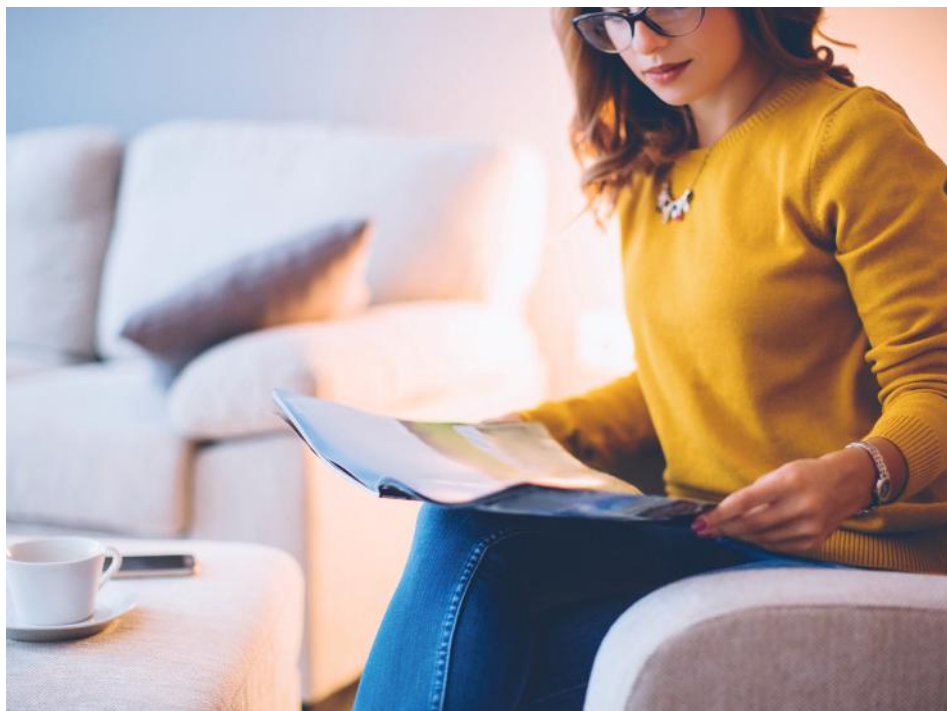
We find 400ml pack sizes for drinks are ideal for lunchtime trade. After a simple shelf reorder and the use of branded PoS, sales within the dairy category at David Charman's Spar in West Malling increased by more than 48%.

**Yazoo**

The latest product in Yazoo's range of flavoured milk drinks is the Choc Mint flavour. The product is available to retailers now in 400ml bottles with a £1.15 RRP.



# THIS WEEK IN MAGAZINES



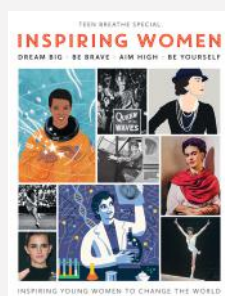
## Launch of the week

# A MAGAZINE TO INSPIRE AND CELEBRATE WOMEN

**Marking 100 years since women were given the right to vote, Teen Breathe highlights the continual push towards equality with a special edition focusing on inspiring women**

**THE WORLD IS** experiencing a coordinated push towards social equality, with women participating more in world affairs and companies slowly moving toward closing the gender pay gap. We have come a long way since 1918 and women fighting for the right to vote, and to commemorate, The GMC Group is launching a special edition of Teen Breathe.

Marking 100 years since women's suffrage in the UK, this one-shot magazine looks at high-profile women and features creative exercises and inspiring editorial to encourage young girls to follow their dreams. Women's specialist magazines are great sellers, so put this front of shelf or at the till for best results.



**TEEN BREATHE  
SPECIAL: INSPIRING  
WOMEN**

**On sale 5 July**  
**Frequency one shot**  
**Price £4.99**  
**Distributor Seymour**  
**Display with Breathe,  
Teen Breathe**

## My week in magazines



**Marcello Perricone**

Magazines reporter  
marcello.perricone@newtrade.co.uk

# PEOPLE PICK PUZZLE MAGS IN THE SUMMERTIME

Summer is upon us, and with it, the seasonal spike in puzzle magazine sales. As people spend time outside and away from screens and prepare for their upcoming holidays, these little time-fillers boom in popularity and circulation, presenting great opportunities for retailers everywhere.

Puzzler Collection, Take a Crossword and Puzzler Q Wordsearch – the top three publications – make £7.6m in revenue through nearly 2.8 million copies sold, and according to Bauer, sales increase by more than 15% during the summer. The warmer months deliver up to 35% of the year's total revenue in just a quarter of the time, making it an ideal time to prioritise these titles on in-store displays.

However, it is important to stock a wide variety of them, so similar titles do not cannibalise each other's sales – one sudoku and one crossword title cater to two different demographics, but two sudoku mags just steal sales from each other. According to wholesaler data, the segment as a whole shifts nearly 19 million copies, with an estimated revenue of £44.6m, so make sure you have a wide range to take advantage of this seasonal window of opportunity.

**Opportunity: puzzle magazines**  
Puzzles sales season is here, but it is not as easy as doubling the amount of titles available – make sure you have a wide range of puzzles in stock to reach as many people as possible.

**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?

# RN

Call 020 7689 3350

# THIS WEEK IN MAGAZINES

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 facebook.com/thisisRN



## TAKE A BREAK'S CODEBREAKERS COLL'N

- This puzzle magazine has 100 pages of codebreaker puzzles, alongside a cover-mounted pen and a competition to win £3,000.
- The price is permanently increasing from £2.40 to £2.50, which is expected to deliver additional revenues of £62,000 nationally.



**On sale out now**  
**Frequency** four-weekly  
**Price** £2.50  
**Distributor** Frontline  
**Display with** Take a Break, Puzzler Collection, Take a Puzzle



## PC GAMER

- This gaming magazine is focused on PC titles and enthusiasts, and offers reviews, news and features about both video games and equipment.
- August's edition is a special about the yearly E3 event in California, and includes a free game worth £11.



**On sale out now**  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Marketforce  
**Display with** Official Playstation Magazine, Official Xbox Magazine



## DIGITAL CAMERA

- Aiming to make its readers better photographers, this specialist magazine offers features, guides and equipment reviews.
- It includes a full licence for the editing program Sketch Drawer 5.1, worth \$49.99, and a chance to win a masterclass with landscape photographer Charlie Waite.



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



## AIRLINER CLASSICS

- This one shot annual bookazine is made by the team behind Airliner World and looks back at the golden days of commercial aviation.
- It includes special tributes to some of the most iconic aircraft and airlines, such as the Boeing 747 and the BAC 1-11, and the early days of Australia's Qantas Airways.



**On sale out now**  
**Frequency** annual  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Flypast, Airliner World, Aeroplane



## YOURS

- Yours is aimed at women aged over 50, and covers topics such as health, beauty, travel and fashion.
- This bumper issue features behind-the-scenes articles on quiz shows, travel insurance advice and a summer beauty, fashion and food guide.



**On sale 3 July**  
**Frequency** bi-weekly  
**Price** £1.99  
**Distributor** Frontline  
**Display with** Hello!, Take a Break, Spirit & Destiny



## Bestsellers Military

Title	On sale date	In stock
1 Britain at War	28/06	<input type="checkbox"/>
2 History of War	14/06	<input type="checkbox"/>
3 Navy News	29/06	<input type="checkbox"/>
4 Classic Military Vehicle	21/06	<input type="checkbox"/>
5 Bringing History to Life	14/06	<input type="checkbox"/>
6 The Armourer	03/07	<input type="checkbox"/>
7 Military History Monthly	14/06	<input type="checkbox"/>
8 Wargames, Soldiers & Strategy	01/07	<input type="checkbox"/>
9 Airsoft International	05/07	<input type="checkbox"/>
10 Military Illustrated Modeller	21/06	<input type="checkbox"/>
11 Airsoft Action	28/06	<input type="checkbox"/>
12 Military History	31/05	<input type="checkbox"/>
13 Ancient Warfare	08/06	<input type="checkbox"/>
14 Medieval Warfare	18/06	<input type="checkbox"/>
15 After the Battle	15/05	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

### SYMBOL KEY

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

**BRAND NEW!**

**ON SALE NOW!**

**Starter Pack: £2.99 rrp**  
**Sticker Packet: 70p rrp**

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 @PaniniUKOfficial

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# THIS WEEK IN MAGAZINES



## THE LEGO BATMAN MOVIE

- This special edition Lego magazine focuses on the comical movie version of Batman and includes features, comics and activities around the Caped Crusader.
- There is a sneak peak at new Lego sets and a cover-mounted Lego Minifigure of Harley Quinn.



**On sale out now**  
**Frequency one shot**  
**Price £4.99**  
**Distributor Frontline**  
**Display with Batman**  
**comics, Lego Star Wars,**  
**Lego Ninjago**

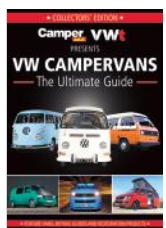


## WARGAMES ILLUSTRATED

- This tabletop wargame magazine is aimed at hobbyists old and new, and includes guides on how to create the perfect figurines and weaponry and how to recreate historical battles.
- This month's issue looks at Napoleon's generals, World War II tank combat and renaissance dioramas.



**On sale 30 June**  
**Frequency monthly**  
**Price £4.95**  
**Distributor Intermedia**  
**Display with White Dwarf,**  
**Miniature Wargames**



## VW CAMPERVANS: THE ULTIMATE GUIDE

- From the publisher of VW Camper & Bus and VWt, this one shot motoring magazine analyses several decades of Volkswagen's famous Campervans.
- This special collector's edition features in-depth looks at models, upgrades, customisation and modifications, all in a single premium package.



**On sale out now**  
**Frequency one shot**  
**Price £6.99**  
**Distributor Seymour**  
**Display with VolksWorld,**  
**Classic Van & Pick-up,**  
**Retro Cars**



## SPECIALIST CHOICE NAINESH SHAH, MAYHEW NEWSAGENTS, BELGRAVIA, LONDON THE NEW YORKER

### Who buys it?

A lot of travellers and people who want to keep up-to-date with the world news in a detailed form – not just brief news like you see in the papers, but a detailed analysis of the articles.

### How do you display it?

We've got it with news magazines, like Time and Newsweek, and we also put it on the counter and give it a full face display.

**On sale out now**  
**Frequency weekly**  
**Price £5.95**  
**Distributor Seymour**



## Expert advice

### Richard Clare

Editor, pre-teen magazines,  
Immediate Media



**S**uperhero fans can relive all the excitement of the Lego Batman Movie with the official Lego Batman Movie Magazine, on sale now.

Our fun-packed fourth issue of this hugely popular movie tie-in title is guaranteed to appeal not only to our core readership of four-to-seven-year-old boys, but to fans of the entire Batman franchise, as well as Lego itself.

Produced by the same team who are also responsible for the market-leading Lego Ninjago magazine, the Lego Batman series has been a huge success, with the launch issue selling over 96,000 copies, generating £379k RSV nationally.

Included in the issue is a specially-commissioned 16-page comic, featuring a brand new Lego Batman story, mind-boggling puzzles, cool posters, fast facts, makes and colouring. Plus there is even an amazing Lego Batman Minifigure toy – the chaos-causing cult villain Harley Quinn – for every reader.

## Our strategy

### Who buys your titles?

Parents and grandparents tend to buy our Lego titles for their children and grandchildren.

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

Our Lego magazines always include an official Lego toy cover-mount, so healthy amounts of copies of these high-quality titles at front of fixture are always an effective way to maximise sales and revenue.

### How are you investing in independents?

At 8%, independents generate a significant share of sale, so it is important for us to prioritise this channel and focus promotions. We invest in communications including the Superleague brochure, social media channels, NFRN website and RN to heighten product awareness for key issues throughout the year.

## COMING UP IN NEXT WEEK'S RN



## Puzzle magazines: RN's guide to the latest titles and the trends that matter wherever you are

Plus, are you fully capitalising on the opportunities to grow beer and cider sales this summer? And we look at the sugar confectionery category in Pricewatch

# RN

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## Partworks

Title	No	Pts	£
<b>DeAgostini</b>			
Art Gallery	17	60	8.99
British Steam Railways	17	50	1.99
Build the Jaguar	67	100	8.99
Build Your Own R2-D2	77	100	8.99
Cake Decorating	16	90	3.99
Classic Dinky Toys Collection	14	60	11.99
Enhancing Your Mind, Body, Spirit	77	120	3.99
Magiki Cuddle Buddies	12	30	3.99
My Animal Farm	66	80	5.99
Jazz at 33 and Third RPM	65	70	14.99
Star Wars Helmet Coll'n	65	80	9.99
Zippo Collection	74	100	19.99
<b>EagleMoss</b>			
DC Comics Graphic Novel	76	100	9.99
Game of Thrones	55	60	9.99
My Little Pony			
Colouring Adventures	69	80	4.50
Star Trek Ships	127	130	10.99

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	23	80	9.99
Art of Cross Stitch	78	90	2.99
Art of Quilting	130	150	3.99
Assassins Creed: The Official Collection	36	80	9.99
Big & Little Crochet	9	72	4.99
Classic Routemaster	23	130	8.99
Doctor Who Complete History	74	80	9.99
Draw The Marvel Way	66	100	4.99
Judge Dredd Mega Collection	90	90	9.99
Marvel's Mightiest Heroes	118	130	9.99
Transformers GN Collection	40	80	9.99
Warhammer	48	80	9.99
<b>Panini</b>			
F1 Collection	58	60	10.99
Marvel Figures	12	84	11.99

## Collectables

Title	Starter	Cards
<b>Panini</b>		
Disney Favourite Friends Sticker Collection	2.99	0.60
England Adrenalyn XL Trading Cards	4.99	1.50
FIFA 365 Trading Cards	4.99	1.00
Jurassic World Sticker Collection	2.99	0.70
L.O.L Surprise! Sticker Collection	2.99	0.60
Marvel Avengers: Infinity War Sticker Collection	2.99	0.60
Tangled TV Series Sticker Collection	2.99	0.60
2018 FIFA World Cup Russia Adrenalyn XL Trading Card Game	5.99	1.50
2018 FIFA World Cup Russia Official Sticker Collection	3.99	0.80
<b>Magic Box</b>		
Zomlings Series 6		0.50
Star Monsters		1.00

Title	Starter	Cards
<b>Topps</b>		
I Believe In Unicorns Sticker collection	3.00	0.60
Journey to Star Wars	4.99	1.00
Match Attax 2017/18	4.99	1.00
Num Noms sticker coll'n	2.99	0.50
Premier League Sticker collection	1.99	0.50
Ring Pop Puppies	2.00	-
Shimmer and Shine Sticker collection	3.00	0.60
Shopkins World Vacation	3.00	0.60
Star Wars: The Last Jedi Sticker collection	3.00	0.60
UEFA Champions League Sticker collection	4.00	0.60
WWE Slam Attax 10 Trading Card Game	4.99	1.00
<b>DeAgostini</b>		
Magiki Ladybirds		2.50
Magiki Princesses		2.50
Piranhas & Co		2.50

## Newspapers

Daily newspapers	price/margin	pence/margin %
Sun	50p	11.15p 22.3%
Mirror	75p	16.05p 21.4%
Mirror (Scotland)	75p	17.12p 21.4%
Daily Record	75p	16.05p 21.4%
Daily Star	40p	7.26p 22.5%
Daily Mail	65p	14.5p 22.31%
Express	60p	13.31p 22.5%
Express (Scotland)	60p	13.31p 22.5%
Telegraph	£1.80	38.7p 21.5%
Times	£1.60	34.4p 21.5%
FT	£2.70	54p 20%
Guardian	£2	44p 22%
i	60p	13.2p 22%
i (N. Ireland)	60p	13.2p 22%
Racing Post	£2.30	54.0p 23.48%
Herald (Scotland)	£1.30	29.90p 23%
Scotsman	£1.60	36.0p 22.5%

Saturday newspapers	price/margin	pence/margin %
Sun	70p	14.98p 21.4%
Mirror	£1.20	24.72p 20.6%
Mirror (Scotland)	£1.20	24.72p 20.6%
Daily Record	£1.10	22.6p 20.6%
Daily Star	60p	12.085p 21%
Daily Mail	£1	21p 21%
Express	90p	19.11p 21%
Express (Scotland)	90p	19.11p 21%
Telegraph	£2.20	49.5p 22.5%
Times	£1.90	39.9p 21%
FT	£3.50	79.1p 22.6%
Guardian	£2.90	63.8p 22%
i Saturday	80p	17.2p 21.5%
i (N. Ireland)	80p	17.2p 21.5%
Racing Post	£2.60	61p 23.46%
Herald (Scotland)	£1.70	39.1p 23%
Scotsman	£1.95	43.88p 22.5%

Sunday newspapers	price/margin	pence/margin %
Sun	£1.20	23.1p 21%
Sunday Mirror	£1.60	33.6p 21%
People	£1.60	33.6p 21%
Star Sunday	£1	19.89p 21%
Sunday Sport	£1	24.3p 24.3%
Mail on Sunday	£1.80	37.8p 21%
Sunday Mail	£1.80	37.8p 21%
Sunday Telegraph	£2.20	45.5p 22.75%
Sunday Times	£2.70	56.7p 21%
Observer	£3	73.5p 24.5%
Scotland on Sunday	£1.70	39.95p 23%
Racing Post	£2.60	61p 23.46%
Sunday Herald (Scotland)	£1.70	35.7p 21%
Sunday Express	£1.50	31.5p 21%
Sunday Post	£1.60	33.6p 21%

## Weight Watchers 23-24 June

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	983g	130g	55g	5	25g
Sunday Times	875g	380g	10g	2	5g
Times	720g	135g	25g	2	20g
Mail on Sunday	715g	240g	110g	5	50g
Daily Mail	645g	255g	60g	2	40g
Guardian	595g	335g	5g	1	5g
Observer	540g	175g	0g	0	0g
FT	495g	155g	0g	0	0g

## Scale of third-party advertising insert payments

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

\* By negotiation

## Insertion payment guide

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

# RN

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Brecon  
Lease Open to Offers  
Takings £9,000+pw Ref:G32920J

S & W Wales 01633 868609



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Stoke on Trent  
Leasehold £50,000  
T/o £6.2kpw+Lotto Ref:T32209V

Staffs/Derbys 01782 711022



Newsagents and Convenience Store  
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