

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 22.06.2018

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“You never know until it happens to you”

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Consolidation is giving smaller wholesalers a chance to shine, says Dee Bee Wholesale's Nick Ramsden Page 19

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WELCOME

It's brilliant to see retailers like Jaina innovating and taking such action when the police are failing to prioritise business crime



Editor

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If your teenager stole from Jaina Patel's store, they might not feel the strong arm of the law, but you should expect to hear from her. For while the Derbyshire retailer instructs her staff not to tackle shoplifters themselves, she is using her CCTV footage in an innovative way to deter theft.

Any child found stealing is required to do a paper round free of charge to learn a valuable life lesson. When this didn't work with one persistent offender, she banned them from the store. Their parents signed them up to the Air Cadets, to benefit from the discipline.

This restorative justice is all the more noteworthy for the fact Jaina and her family suffered tragedy in their Luton store – her father was murdered there in 2009 and a violent attack seven years later left her mother with life-changing injuries.

Yet Jaina has still more ideas to tackle store crime. Jaina now plans to discuss policing with her MP – she has only once seen a police officer in her store. It's something every retailer should be doing, she says. It's brilliant to see retailers like Jaina innovating and taking such action when the police are failing to prioritise business crime.

Echoing her views, new NFRN president Mike Mitchelson has called on members to make sure all 650 MPs receive a visit from them in the next 12 months.

"We must take every opportunity to press home the concerns of independents regarding retail crime to improve security for those standing behind the counter," he says.

Could adopting his and Jaina's approaches yourself help achieve this?

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THE VILLAGE SHOP
Hockley, Essex

BREAKING NEWS

Retailers welcome Sun price decision

Retailers have welcomed a decision by The Sun on Sunday to maintain margins when increasing its cover price from £1.10 to £1.20.

The maintenance of its 21% margin per copy means retailers will make 25.2p per copy – 2.1p more than before.

NFRN national president Mike Mitchelson said: “News UK is demonstrating that news retailers still matter. Accompanying this price increase with pro-rata terms is a great confidence booster for Sun on Sunday stockists.

“Pro-rata terms are crucial in a time of ever-increasing overheads, so News UK is to be applauded for this move.”

Commenting on the price rise, managing director of The Sun David Robinson said: “We are delighted to be able to hold margins for retailers and lead to almost £7m additional revenue into retailers’ tills.”

Newtrade chairman

Newtrade, publisher of RN and Retail Express, has appointed Christopher Collins as chairman with immediate effect.

Mr Collins has been a director of Newtrade since 2009 and is taking over the position from Mike Mitchelson, who has taken a sabbatical to focus on his role as national president of the NFRN.

Mr Collins has a background in sales and marketing and is a former director of The Economist. He was chairman of the Publishing Licensing Society and of the Association of Circulation Executives.

NFRN tells members to expect financial support ‘It brings in £10 to £15 for me a week’

Fears for lost trade from Pass My Parcel closure

by Megan Humphrey
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Retailers affected by the closure of Smiths News’ Pass My Parcel service say they have been left in the dark and fearing lost trade, despite being told it is ‘business as usual’ until they hear otherwise.

Following a ‘very disappointing’ financial performance, Smiths News revealed last week it would wind down its associated network of retailers, as discussions take place for an effective withdrawal.

Les Wood from L&J News in Greater Manches-

ter, told RN he risks his store’s reputation being damaged.

“This is a footfall driver for my store and has given us access to a whole new level of customers,” he said. “All of a sudden I am facing not being able to offer the service. I don’t think retailers have been considered.”

Weston-super-Mare retailer Ray Monelle said a lack of communication from Smiths News meant he had felt forced to investigate alternative suppliers to protect his trade from the service. “Pass My Parcel brings in

£10 to £15 for me a week, and any loss of turnover is bad. I have scheduled meetings next week with PayPoint and Collect+ to secure a different service,” he said.

However, NFRN head of news Brian Murphy told members to expect financial support.

“We are working with Smiths News to make sure members get all monies due to them. We will assist any retailers who had benefited from being a parcel shop and want to continue, by helping to make them aware of alternative suppliers,” he said.

Meanwhile, Gary Winter, parcel services director at PayPoint, has encouraged retailers to contact alternative suppliers, amid predictions of further market changes.

He told RN: “We were disappointed by Connect Group’s decision to close the Pass My Parcel business. It is becoming harder and harder to run a stand-alone parcel click and collect service successfully. We’re already opening our Collect+ service to other carriers and brands and, in the current market, we expect more consolidation to take place.”

Meet MPs to fight crime, NFRN urges

Independent retailers must organise meetings with local MPs to discuss ways to prevent retail crime, NFRN president Mike Mitchelson has said.

Speaking at the federation’s conference in Torquay last week, Mr Mitchelson said he wanted each of the UK’s 650 MPs to receive a visit from an NFRN member in the next 12 months.

“We must step up our efforts in lobbying politicians, police chiefs and police commissioners for better response times, more frontline officers and sentences that really fit the crime,” he said.

Mr Mitchelson said the newly-formed all party parliamentary group on retail crime chaired by Wimbledon MP Stephen

Hammond was a “good step forward” but said awareness of lower-level crimes must also be raised.

Mr Hammond agreed it was worrying that retail crime has been “downplayed”.

“Not only does it threaten retailers financially, but also their personal security,” he said.

Adrian Roper, head of public affairs at the NFRN, said a number of members had already met their local MPs to discuss possible initiatives.

London retailer Peter Wagg said: “The more members who contact their MPs, the more pressure can be put on them for it to go on their agenda.”

Nisa Local World Cup flag display boosts alcohol sales

Nisa Local in Victoria Road, Leven, Fife, has kicked off its summer of football with a sales-boosting World Cup display in its alcohol section. Decorations include national flag bunting draped across the ceiling to encourage customers to take advantage of discount offers. Store manager Lorraine Hall said: “As a result of the display, our alcohol sales have started going up, I also promoted it on our Facebook page. Customers always comment on the display when they come in.”



Market has grown to £160m 'You'll gain a bad reputation if you're not an expert'

'Grow your vape sales by becoming an expert'

by Alex Yau

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Retailers should demonstrate the same expertise as specialist vaping stores to maximise sales in the category, RN has been told.

United Wholesale managing director Asim Sarwar said his business has generated more than £1m in vaping sales over the past year, with specialist knowledge driving the interest. "Our retailers have the option of having a full vape store in their shops and the top perform-

ers are making more than £800 per week with 45% margins.

"United Wholesale's three depots have dedicated vape rooms educating retailers on trends and legislation. This is key because you don't want specialist vape shops to have products months before convenience stores. The day vape stores sell the latest products is the day our retailers have them."

Kevin Kirkbride, sales director of Dee Bee Wholesale, added: "Some of the best performing retail-

ers don't just lob vaping products onto a counter. They offer a full vaping solution while education and expertise is vital."

Mr Sarwar said he expects to see vaping stores becoming an integral part of convenience stores.

According to JTI head of marketing Stephane Berset, the UK vaping market has grown by 9.3% over the past two years to £160m. "Vape shops present a challenge to independent retailers, but by having the right knowledge, retailers can ensure customers

continue to shop at their stores," he said.

Jason Birks, of Mosci Convenience Store in County Durham, generates £2,000 a week in sales from the standalone vape shop in his store.

He told RN: "We have a separate 2m vaping area with a range of 100 devices and 300 flavours. We generate 40% margins, but you really need to know your products. Customers won't come back and you'll gain a bad reputation if you're not an expert."

Camelot upgrades services

Camelot has enhanced its service to retailers with improved scratchcard ordering, access to planograms and payment plans for store owners having difficulties paying bills.

Speaking at the NFRN's annual conference in Torquay last week, national sales manager Greg Deacon told delegates retailers could now request scratchcard stock using the company's free hotline.

Scratchcard planograms can also now be accessed and printed via terminals.

Mr Deacon said Camelot would work with retailers with financial difficulties. "If you call us, we will create a payment plan - we won't cut you off," he said.

Camelot is planning to bring all its scratchcards under the National Lottery banner and enhance its Lotto and Christmas offering this year, he added.

Card tech boosts popularity

Retailers have reported an increase in card payments since the introduction of contactless payment technology.

This trend matches figures in UK Finance's 2018 Payment Markets report, which confirmed cards have overtaken cash as Britain's most frequently used payment method.

David Worsfold, from Farrants Newsagents in Surrey, said up to 80% of transactions in his store are made using contactless cards. He told RN: "Cards are quicker and cheaper to run. We want to embrace this. We are even planning to get an integrated EPOS and credit card system."



Fuel price worries over takeover bid

Forecourt retailers have expressed concern that the proposed Sainsbury's Asda takeover could draw customers away with lower fuel prices if approved.

The Competition and Markets Authority (CMA) this month published the concerns submitted for its investigation of the proposed takeover, which was announced at the end of April. Some submissions asked for an investigation into the impact on forecourt fuel prices.

Alan Spackman, of Londis Waylands Garage in Watton, Norfolk, told RN:

"Sainsbury's-Asda could attract customers away from us by using their buying power to gain better fuel prices. Asda is already a tough forecourt competitor."

Martin Mulligan, of Mulligan's Londis Athlone in County Westmeath, added: "The impact on prices should definitely be investigated because I may have to lower mine to match what they offer."

If the CMA approves the takeover, the combined business would have 2,800 stores altogether, of which 600 would be forecourt shops.



Lomas News quadruples slush sales by adding new flavours

David Lomas, owner of Lomas News in Unsworth, Lancashire, has quadrupled his slush sales this summer by adding new Sour Cherry and Classic Cola flavours and refillable cups. Shoppers can buy a reusable cup for £2.99 and buy refills at a discounted price. He said: "We're selling on average 50 to 60 cups per week. We've had the machine for four years, and even in the winter months we have adults coming in from miles away to buy a drink."

STORE LOOKBOOK



My family won't be defeated

Jaina Patel always wanted to be a retailer but this passion and ambition has been tested to the extreme. She tells **Tom Gockelen-Kozlowski** how she overcame two family tragedies to open a brand new business

Opening a new business is a daunting prospect for any aspiring retailer, but for the most tragic of reasons, this was even more the case for Jaina Patel.

Firstly, in 2009, her father was murdered while working in his Luton convenience store. The family was distraught, but Jaina's mother was adamant she would continue working in the business. But seven years later, she was brutally attacked and left with multiple long-term injuries, so the family finally decided to sell up.

"My mum's an inspirational woman - when my dad died, she wouldn't let it beat her," Jaina says. This spirit clearly runs in the family because since October, Jaina has been running her own convenience store in Derbyshire with her husband Tarkesh.

"I always wanted to be in retail, but after everything I knew, this business would have to be different," she says.

Indeed, the store which Jaina found was hundreds of miles from Luton in the rural idyll of Swanwick.

Jaina has taken on a business previously run by the same family for 45 years, and relied upon and loved by its community. An HND round of 400 provides much of its income, but the business also benefits from the National Lottery, beers, wines

and spirits, and a customer base that has been loyal to the business for decades in many cases.

"I've learned it's easier to please customers in a village store but also easier to disappoint them. We've been careful to keep the business as it is - even keeping the name - to show we're not going to change the store they know."

In return, residents have welcomed Jaina and her family with open arms.

"I think residents like it that we're the owners and we're in the store all the time," she says.

Jaina weighed up a number of factors before choosing the store, but a big part of the appeal was its location - and not just for business reasons. "It's a world apart from Luton - it's open, you see animals every day and there's so much fresh air. It's the best decision for my son," she says.

Yet, understandably, the risk of crime also came into Jaina's considerations.

"The most important thing was that it was not in a town centre. Retail crime is not as high in rural areas," she says.

That said, training to protect staff and the store are a priority.

"My parents had no training whatsoever. They believed stealing was wrong, so if you tried to take something they'd try to stop you. Here, though, I tell my staff if someone wants to steal something, let

STORE LOOKBOOK



them do it because we have CCTV and we're in an area where everyone knows everyone."

Yet, relative safety is not the only advantage of moving to the country - Jaina's 800sq ft store is three times the size of her parents' shop.

This has provided her space to plan a future move into hot food to go. Jaina hopes this will allow her to attract and cater to a larger customer base - inside and beyond the store - when 600 homes are built over the next few years.

"We've already started leafletting our HND customers and are using this service to deliver eggs, milk and bread," she says.

Jaina says her passion and energy are driving her to make the business a success, but being able to call on the expertise of the person she describes as "her pillar" has also been crucial as the store grows.

"My mum has 35 years' experience and it's been key. She knows cash and carry, how to buy, how to target an audience and use PoS. They might seem obvious, but they're the things you don't understand when you start out as a new business owner," Jaina says. ●

STORE TOUR

5 Many local residents rely on the store for staples such as bread and milk

6 Jaina has introduced other profitable footfall drivers including a slush machine which proved an instant hit

7 The business has kept its name, Booths, as a nod to the family who operated the store for 45 years before Jaina



Want to see more of Jaina's store? Go to betterretailing.com/booths-alfreton

SYMBOL NEWS



Abra Wholesale invests in new fleet for easier urban deliveries

Abra Wholesale has invested in a fleet of delivery vehicles that will enable it to deliver products to retailers in urban areas more easily. The North London wholesaler has made the investment, alongside the development of its sales team, following a 60% year-on-year growth in its delivered wholesale business. Abra Wholesale managing director Craig O'Connor said: "This investment is substantial and is a statement of confidence in the market. We are determined to increase our reach beyond our natural catchment area through our delivered service into areas such as Cambridge, Luton and Stevenage."

Tesco open to Asda complaint

Tesco chief executive Dave Lewis has not ruled out submitting concerns about the Sainsbury's-Asda merger to the Competition and Markets Authority.

Speaking on a call about the supermarket's quarterly results, Mr Lewis confirmed Tesco would make a submission if asked, but declined to comment further.

He added delivery times for Booker retailers in Manchester and the South West have improved as a result of the wholesaler's merger with Tesco.

"Tesco's Magor depot in South Wales is now stocking 3,000 Booker lines, while the Middleton warehouse in Manchester is set to help meet the summer trading period," he said.

Booker's like-for-like sales rose 14.3% in its first quarter under Tesco's ownership.

Costcutter updates ActivOC

Costcutter has updated its ActivOC stock management system to improve the ordering experience for its retailers.

The system, launched four years ago, now enables retailers to review orders and bookmark frequently used features. Store owners will also be alerted to alternative options if certain products are out of stock.

Costcutter IT director David Morris said more updates are to be made available. "To further deliver growth, the portal will soon be available through a mobile app, which will assist the many retailers who work on the go and don't have regular access to a computer," he said.

Bestway and Parfetts acquire sites 'My mind is at ease because stock levels will increase'

Blakemore customers welcome depot buy-ups

by Alex Yau

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Retailers previously supplied by Blakemore Wholesale are expecting 'horrendous availability levels' to return to normal as Bestway and Parfetts become the latest wholesalers to purchase depots from the ailing business.

Bestway signed an agreement to purchase Blakemore's Cardiff and Walsall depots this month. The agreement, which should be completed in the coming weeks, came hours after

Parfetts announced it was buying Blakemore's Middlesbrough site. Both wholesalers will boost the number of warehouses they operate to 65 and seven respectively.

Bay Bashir, of Lifestyle Express Belle Vue in Middlesbrough, told RN he was relieved. "Availability has been horrendous since Christmas. Only 75% of stock was available under Blakemore's management and my mind is at ease because stock levels will increase.

"This is good news for the staff because they're

retaining their jobs and I also won't have to worry about going further out of Middlesbrough for another wholesaler."

Another retailer, who asked not to be named, added: "The Cardiff warehouse had poor availability and Bestway's takeover is good for retailers."

Blakemore announced the sale of its 12 depots as a going concern in April, with Glasgow-based United Wholesale Grocers (UWG) purchasing the Gateshead site at the start of this month. Blakemore's Barnsley and

Newport branches closed on 15 June.

Roger Dhillon, of Lifestyle Express Southwick Superstores in Sunderland, said: "The prices UWG is setting are quite competitive."

Commenting on the deal, Bestway Wholesale managing director Martin Race said: "The addition of the depots will make us stronger and expand our coverage in the UK."

Blakemore Wholesale was unable to provide comment on the Bestway and Parfetts purchases as RN went to print.

Britvic adds wholesale sugar levy messaging

Britvic has introduced messages on pallets sold through wholesale to help retailers differentiate between soft drinks that are zero- and low-sugar, or have had tax paid in accordance with the soft drinks sugar levy.

Shrink-wrapped pallets with single-serve or 2l carbonated drinks will have

messages stating 'levy paid' or 'levy exempt'. The latest activity is nationwide across wholesale.

Britvic convenience & impulse commercial director Trystan Farnworth added: "The 'levy paid' messaging reassures wholesalers and retailers that they are buying legitimate stock, while the 'levy

exempt' messaging highlights to customers the opportunity to capitalise on the zero- and low-sugar trend, which is driving soft drinks growth."

Sam Coldbeck, of Wharfedale Premier in Hull, told RN: "It's probably something that won't concern us as much because we ensure we

buy reputable stock. But it's reassuring to know wholesalers and suppliers are doing all they can to communicate they are abiding by the law."

The legislation introduced on 6 April requires suppliers to add 18p per litre to the price of drinks with more than 5g of sugar per 100ml.

NEWS & MAGS

Times and Express up more than 5% month on month Some Saturday rises, but weekday editions continue to decline

Sunday newspapers beat sales trends to see May increases

by **Marcello Perricone**

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Sunday newspapers bucked the trend of falling month-on-month circulation by achieving sales increases in May, according to the latest circulation data from the Audit Bureau of Circulation.

Copy sales of all publications except Daily Star Sunday, Sunday Mail and Sunday Post grew, with the Sunday Times and Sunday Express achieving the highest upticks, of 6.1% and 5.1%, respectively.

Speaking to RN, Northern & Shell's head of circulation Paul Goddard said: "The Sunday Express had a great month due to the Royal Wedding. It shows the hard work put in by all teams and retailers."

Some Saturday titles also achieved rises. The i continued its positive 2018

Saturday trend, growing year-on-year sales by 8.4%, while its month-on-month increase of 3.5% led the board, with the Financial Times close behind at 3.1%.

However, the Daily Star and The Sun suffered 8.5% and 5.6% decreases in sales month on month. The Daily Mail was one of the least affected titles, with a 2.1% reduction.

Roland Agambar, chief marketing officer at Mail Newspapers, said: "Daily Mail's Saturday retail sale is the highest in the market, and it continues to be the biggest selling newspaper on any single day. Content supported by marketing and loyalty programmes continues to attract loyal readers."

The overall decline in year-on-year sales of weekday editions reduced slightly from 9.6% in April to 8.7% in May.

HND scheme extension promised at NFRN event

National newspaper publishers have unveiled plans to further develop HND category initiative Deliver My Newspaper.

Speaking at the NFRN conference in Torquay last week, representatives from Mail Newspapers, News UK and Telegraph Media Group updated retailers on recent progress with the campaign, which helps with the delivery of newspapers to customers.

Andy Law, retail sales manager for Mail Newspapers, told delegates the group was creating a national network of HND agents and had identified

nearly 7,000 businesses offering HND.

Chris Hughes, head of retail marketing for News UK, said the next step was to raise the campaign's profile with PoS posters, while Paul Reeves, national sales controller for Telegraph Media Group, revealed a national HND Week was being planned, to begin on 22 October.

However, delegates called on publishers to address members' concerns about free delivery offers for existing customers, the standard £2.09 weekly delivery charge and the impact of late papers on roundsmen.

May Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	511,721	-1.4%	-11.8%	£82.1	511,721
Daily Record	125,468	-0.2%	-12.2%	£20.1	125,468
Daily Star	372,582	-2.8%	-13.9%	£27.0	372,582
The Sun	1,260,756	-1.1%	-6.7%	£140.6	1,378,664
Daily Express	320,058	-1.4%	-10.8%	£42.6	320,058
Daily Mail	1,105,265	-0.6%	-6.7%	£160.3	1,105,265
Daily Telegraph	340,676	0.2%	-9.5%	£131.8	340,676
Financial Times	28,773	0.5%	-13.1%	£15.5	59,031
Guardian	115,927	-0.7%	-8.2%	£51.0	115,927
i	186,611	-1.3%	-11.8%	£24.6	246,917
Times	301,634	-1.1%	-5.1%	£103.8	394,478
TOTAL	4,669,471	-1.1%	-8.7%	£799.5	4,970,787

May Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	658,929	-4.5%	-11.1%	£162.9	658,929
Daily Record	146,626	-4.4%	-13.8%	£33.1	146,626
Daily Star	344,457	-8.5%	-12.7%	£41.6	344,457
The Sun	1,682,820	-5.6%	-6.7%	£252.1	1,799,537
Daily Express	403,394	-4.0%	-10.8%	£77.1	403,394
Daily Mail	1,829,222	-2.1%	-7.8%	£384.1	1,829,222
Daily Telegraph	495,277	-1.5%	-8.7%	£245.2	495,277
Financial Times	68,249	3.1%	-3.2%	£54.0	97,097
Guardian	258,824	-2.0%	-7.7%	£165.1	258,824
i	217,651	3.5%	8.4%	£37.4	274,952
Times	469,504	0.8%	-3.7%	£187.3	551,520
TOTAL	6,574,953	-3.3%	-7.8%	£1,640.0	6,859,835

May Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	135,195	-0.1%	-14.1%	£51.1	135,195
Sunday Mirror	471,577	0.8%	-11.6%	£158.4	471,577
People	182,938	0.6%	-12.3%	£61.5	182,938
Daily Star Sunday	221,056	-1.6%	-9.9%	£44.0	221,056
The Sun	1,232,705	0.0%	3.5%	£284.8	1,350,922
Sunday Express	309,324	5.1%	-6.0%	£97.4	309,324
Sunday Post	116,325	-1.2%	-14.3%	£39.1	116,863
Mail on Sunday	1,059,684	2.8%	-5.3%	£400.6	1,059,684
Observer	170,775	0.5%	-3.9%	£125.5	170,775
Sun. Telegraph	297,059	3.9%	-5.0%	£135.2	297,059
Sunday Times	663,561	6.1%	-1.8%	£376.2	748,011
TOTAL	4,860,199	2.0%	-4.4%	£1,773.75	5,063,404

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

PRODUCT TRENDS

Large and multipack choc boom

An increasing number of shoppers in the UK are buying larger formats and multipacks of chocolate bars compared to 2017, RN's What to Stock data has revealed.

The countlines chart showed Twix Xtra 75g climbed five spots to fifth place this year, having a large 73.2% distribution across 4,000 retail stores.

Snickers Duo 83.4g also climbed two places on the chart, ranking it at fourth position, with average weekly sales per stockist amounting to £4.74.

Meanwhile, Cadbury Twirl 43g 5-pack became the first multipack to debut on the table, entering in ninth position. Its average weekly sales per stockist totalled £8.19.

● Call 020 7689 3356 to buy your copy of *What to Stock*

Red Bull launches Organics

Red Bull is targeting a new sector of the soft drinks market with the launch of premium mixers range Organics.

Organics is free from artificial flavours, colours, preservatives and additives, and comprises four flavours: Simply Cola, Bitter Lemon, Ginger Ale and Tonic Water. It is available in 250ml cans, RRP £1.29.

The launch is a response to the fact customers are turning to organic foods and drinks, with Kantar Worldpanel statistics showing 81% of produce shoppers bought organic at least once last year.

The sugar content of all variants is lower than Red Bull's original brand, with cans containing a maximum 9g.



Sweet gin liqueurs set to boost spirits category

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Sweet gin liqueurs and gins that include floral flavours are predicted to be the next products to grow the spirits category, suppliers and retailers have told RN.

Fiona Walsh, co-owner of Redcastle Gin, said she had noticed a twofold increase in the number of young shoppers buying sweeter flavoured gin liqueurs in the past year. To meet demand, the com-

pany added a Raspberry & Pomegranate gin liqueur to its range in February.

"In the past year, we also saw double-digit growth across our entire gin portfolio. But retailers must now recognise the potential gin liqueurs have, and fix a dedicated display in-store to showcase a selection, especially if 50% or more of their alcohol sales come from gin," she said.

Meanwhile, Neil Mowat, UK marketing director at Edinburgh

Gin, said premiumisation of gin has also contributed to demand for gin liqueurs.

"The growth in popularity of brands such as Hendricks and Edinburgh Gin has kickstarted interest in the category. Rhubarb & Ginger Liqueur is now the most popular flavour in our range," he said.

Sovereign Spirits also reported growth of 120% in sales of gin liqueur last year, with its Elderflower & Gooseberry flavour a bestseller.

"More shoppers want lower-alcohol drinks and liqueurs fall into this category. Gin is still very fashionable, so it makes sense that gin liqueurs are becoming popular," manager Luke Shaw-Browne said.

Geraint Morgan, of Bargain Booze Mary Street in Porthcawl, told RN he sells six to 12 bottles of Zymurgorium Sweet Violet Gin Liqueur per week.

"Zymurgorium's Turkish Delight Gin Liqueur is also a bestseller," he said.

Functional waters growing 28% YOY

With more shoppers searching for natural energy alternatives to drinks high in sugar, functional waters are leading growth in the water category at 27.6% year on year.

According to the founder of alkaline ionised water brand Actiph Water, Jamie Douglas-Hamilton,

stocking functional waters that offer added minerals, such as calcium and potassium, enables retailers to boost their existing drinks offer and attract more shoppers to the fixture.

Amy Burgess, trade communications manager at Coca-Cola European

Partners, added stocking larger formats enables shoppers to pick a product that suits their needs.

"The Glacéau Smartwater 850ml sports cap bottle offers an ideal option for busy, on-the-go shoppers. These formats are especially popular during the summer," she said.

Ben Gleave, founder of Lytewater, said this sub-category especially appeals to under-35s, who are interested in "quick health boosts".

Jenny Gaute, of Winchester Student Union, said: "Glacéau Smartwater 600ml is our most popular water outside meal deals."

BRAND SNAPSHOT



Bourbon in a bag

Burts Chips is launching a Jim Beam Original BBQ variant, which will come in 40g single-serve bags (RRP 79p to 99p) and 120g sharing bags (£1.79 – £1.99).



Promotional Boost

This summer, Boost Drinks is launching an on-pack promotion across its 250ml Original Energy priced variant.



Stylish snacking

Ferrero's 'Celebrate Summer In Style' promotion for Raffaello gives shoppers a chance to win a £1,500 shopping experience and overnight stay in London.



Source of sales

Jordans Cereals' new Country Crisp Source Of Protein variants, Nut Crunch and Berry Burst, are suitable for vegetarians and contain no added salt.



Extra handy gum

Mars Wrigley Confectionery's new Extra Minis Handyboxes are available now in Peppermint and Spearmint flavours, in 48-piece packs, at a £1 RRP.



Win with Desperados

Heineken's new on-pack promotion for Desperados gives shoppers the chance to win tickets to UK festivals, such as Bestival and Boomtown.



A design for victoire

Heineken has launched limited edition design cans for Kronenbourg 1664 to celebrate its recent 'Pour La Victoire' campaign for the World Cup.



It's okay to be a softie

Tangerine Confectionery is expanding its Softies range with the addition of three new variants: Dip Dab, Refreshers Minis and Fruit Salad Minis.



Adventures with Freddo

Mondelez' 'Win Big Adventures' promotion for Cadbury Dairy Milk Freddo gives shoppers a chance to win days out to attractions such as London Zoo.

WHAT'S NEW

Focus

Olives

Offering olives to shoppers, to use in a salad, snack or alone, can help attract impulse sales at the counter



Olives Et Al

Olives Et Al's pouches contain green olives marinated in basil and garlic with rapeseed oil. They can be cross-merchandised alongside bread, vegetables and dips.

RRP £4.25

Contact hello@olivesetal.co.uk



Mr Filbert's olives

Mr Filbert's olives contain no additional oils, so shoppers can eat them straight from the bag or mix them in a salad. Retailers can cross-merchandise them with pitta bread.

RRP £1.75

Contact sales@filbertsfinefoods.co.uk



Hippeas Chilli Haze Organic Chickpea Puffs

Hippeas Organic Chickpea Puffs are organic snacks that are high in fibre, gluten-free and a good source of protein. They offer shoppers an alternative to regular crisps.

RRP 99p

Contact hello@hippeas.com



Diablo sweets

Containing 13 calories each, Diablo's gourmet confectioneries have a creamy taste and appeal to shoppers looking for a sweet treat without sugar.

RRP £1.49

Contact info@diablosugarfree.com



Nix and Kix drinks

Nix and Kix drinks are sugar-free, vegan soft drinks that contain spicy cayenne pepper. They can be cross-merchandised with alcohol to make a cocktail or mocktail.

RRP £1.15

Contact pickmeup@nixandkix.com



Deliciously Ella Oat Bars

Deliciously Ella's Oat Bars are filling, gluten-free, vegan snacks for between meals. They come in Cacao & Almond, Apricot & Coconut and Apple, Raisin & Cinnamon flavours.

RRP 99p (50g)

Contact andrew@deliciouslyella.com

➔ **Priyanka Jethwa**
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Berrywhite Organic Cranberry & Apple

Blended with organic fruit juice and mineral water, Berrywhite drinks contain no added sugar and are suitable for vegetarians and vegans.

RRP £1.09

Contact info@berrywhite.com



Ombar Lemon & Green Tea chocolate

A twist on regular milk chocolate, Ombar's Lemon & Green Tea chocolate uses 100% organic Ecuadorian cocoa, and is suitable for vegans and vegetarians.

RRP £1.99 (35g)

Contact hello@ombar.co.uk

ACADEMY IN ACTION



8%
 breakfast sales
 increase since meal
 deal introduction

Three-month follow-up:

Marketing to Customers

In April, the Independent Achievers Academy and Camelot went to Bhadresh and Pragna Patel's store in Barking, London, to help them improve their customer marketing. Three months on, we look at the benefits they have achieved from the advice given

IAA ADVICE

- 1 Create breakfast and evening meal deals and promote them clearly
- 2 Dedicate the entrance to attracting shoppers looking for breakfast
- 3 Boost kerb appeal by tidying the window and simplifying offers

THE RESULTS

“ We've had great success with introducing a meal deal for the morning. We sell coffee and pastries together and have increased our sales by 8%. Our evening frozen meal deal is also gaining traction, and sales are up by 4%. We're encouraging our staff to tell customers about it to help them trade up. We've tidied the front of the shop as well to make our messaging clearer. Our scratchcard poster stands out more now and sales are up by 10%.”

PARTNER ADVICE

“ I'm delighted that Pragna and Bhadresh are now owning the morning and evening. These initiatives have made a fantastic start and, combined with advertising to customers, should drive further sales increases.”

Greg Deacon
 National Sales Manager
 Camelot



FIND OUT MORE

Visit betterRetailing.com/IAA to find out more about Bhadresh and Pragna's visit from the IAA or call us on 0207 689 0500 to take part in a future visit.

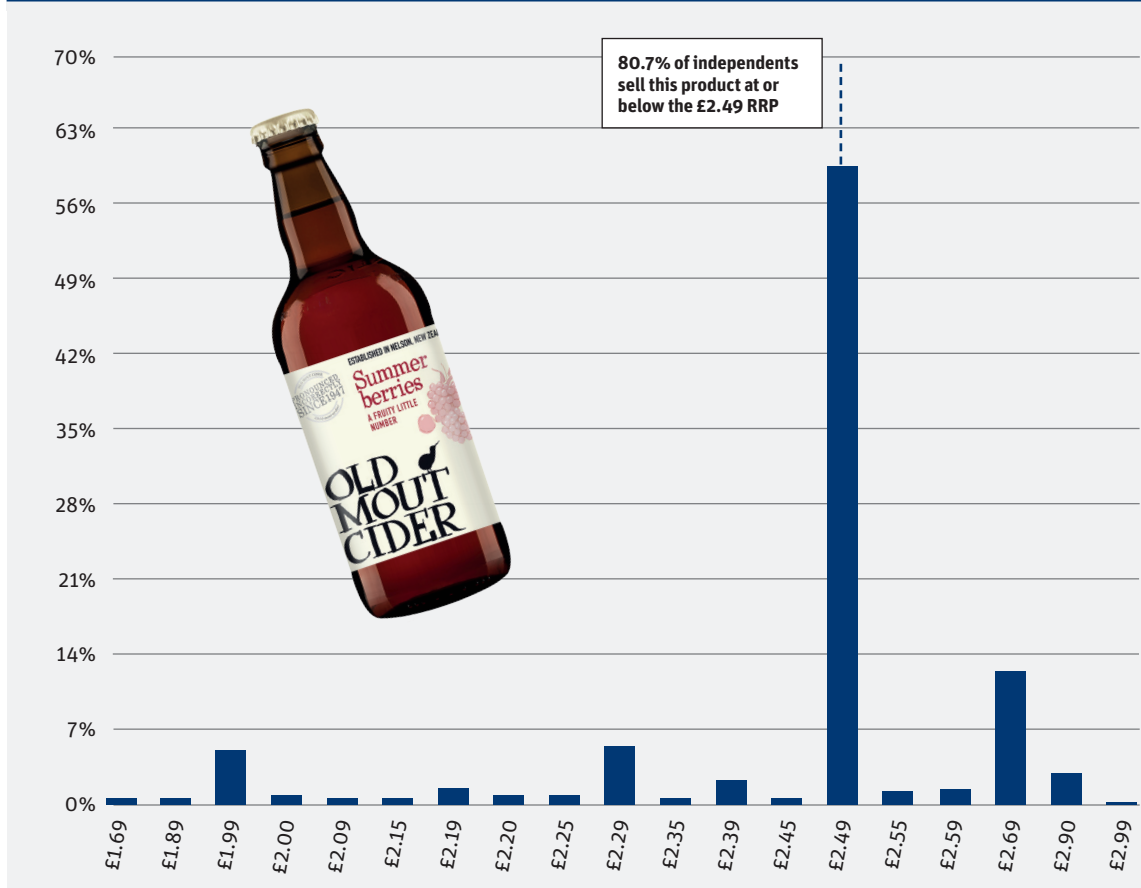
Next week: Customer Service

PRICEWATCH

Profit checker Bottled cider

Price checker

OLD MOUT SUMMER BERRIES 500ML Price distribution %



Analysis

Even the slightest hint of sun causes Brits to rush to a convenience store and purchase alcohol, such as bottled cider, for social gatherings in the park.

Charging Booker's £2.49 RRP on a bottle of Old Mout Summer Berries

cider was the dominant trend in this week's Profit Checker graph, with 59.1% of retailers choosing this option.

The second most popular was the £2.69 price point as demonstrated by 12.4% of store owners. This trend was

reflected in the Price Checker table, where two thirds of products were priced below Booker's RRP.

Pricing and promotion were key, according to the four retailers we interviewed.

PRODUCT

Bulmers Red Berries & Lime 500ml
Kopparberg Strawberry & Lime 500ml
Westons Strong Oak Conditioned Vintage Reserve 500ml
Kopparberg Mixed Fruit 500ml
Magners 568ml
Old Mout Summer Berries 500ml
Rekorderlig Strawberry & Lime 500ml
Old Mout Pomegranate & Strawberry 500ml
Old Mout Kiwi & Lime 500ml
Crumpton Oaks Pear 2.5l
Old Mout Passionfruit & Apple 500ml
Rekorderlig Wild Berries 500ml

How we drive our profit

Joe Williams

STORE The Village Shop
LOCATION Hook Norton
SIZE 1,200sq ft
TYPE village

TOP TIP

Stock a range of brands from national and local suppliers because there is demand for both



Bottled ciders are increasing in popularity because there is more choice now. A year ago, Strongbow was one of the more dominant brands, but many customers found the taste a bit too strong. Now you've got brands such as Old Mout offering fruit-flavoured ciders, which are more appealing to a wider customer base. I purchase my bottled cider from Blakemore and add up to 10p onto the RRP, which gives me average margins of 33%. I can do this because there isn't another off-licence in the vicinity for another five miles and customers are generally more affluent.

Jimmy Patel

STORE Premier Jimmy's Store
LOCATION Northampton
SIZE 800sq ft
TYPE neighbourhood

TOP TIP

Never fluctuate your bottled cider prices because this can chase away regular customers



My bottled cider is purchased from Booker and I charge RRP, which gives me margins of 25%. I am in quite a price-sensitive area because there's an Asda nearby, alongside other independent retailers. Customers are already familiar with the general price of bottled cider and I will lose sales if I price at a premium. I will also have promotions on when I can and one of my most popular is the three-for-£5 deal. These work particularly well during the summer, when cider becomes one of my most popular drinks in the alcohol category.

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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LOCAL SHOP IN RESIDENTIAL AREA OF WORCESTERSHIRE TOWN	RETAILER 2 C-STORE IN RESIDENTIAL AREA OF DEVON SEASIDE TOWN	RETAILER 3 SOUTH YORKSHIRE VILLAGE STORE	RETAILER 4 HIGH STREET OFF-LICENCE AND C-STORE IN NORTH LONDON SUBURB	RETAILER 5 C-STORE IN UNIVERSITY AREA OF SCOTTISH CITY	RETAILER 6 HIGH STREET STORE IN SOUTH CAMBRIDGESHIRE VILLAGE
£2.32	£2.39	£2.49	£2.20	£2.39	-	£2.39	£2.39
£2.54	£2.59	£2.79	£2.00	£2.59	£2.39	£2.59	£2.59
£2.20	£2.19	£2.19	£1.99	£2.19	£2.29	£2.19	£2.19
£2.54	£2.59	£2.79	£2.20	£2.59	£2.39	-	£2.59
£2.15	£2.19	£1.99	£1.99	£2.19	£2.09	-	-
£2.46	£2.49	£2.69	£2.20	£2.49	£2.39	£2.59	£2.49
£2.55	£2.69	£2.59	£2.20	£2.69	£2.39	£2.29	-
£2.45	£2.49	£2.69	£2.00	£2.49	£2.39	£2.59	£2.49
£2.50	£2.49	£2.69	£2.20	£2.49	£2.39	£2.59	£2.49
£3.85	£3.99	£3.99	-	£3.99	-	-	£3.89
£2.46	£2.49	-	£2.20	£2.49	£2.39	£2.59	£2.49
£2.54	£2.69	-	-	-	£2.39	£2.29	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Linda Williams

Broadway Premier, Oxgangs



Mark McGill Butcher & Baker (steak pasty, £1.80)



Where did you discover them?

My husband, Dennis, met Mark at the cash and carry, and we had heard about them from a few customers, too. We've built up a really good relationship with Mark ever since, which has resulted in us gaining exclusivity in stocking his products - no other store in the area has this opportunity. They are also based three miles away, which means their products are warm and fresh when they arrive.

Who buys them?

A huge mix of customers - kids on their way to school, the elderly who need a bite to eat really quickly or the builders who work on nearby sites each day. Mark has already established a good reputation himself, and this normally attracts customers to us, too.

Why are they so successful?

We sell 80 of the pasties a day, but this can increase to 200 during winter when customers want hot food in the cold weather. As we have exclusivity on the products, some customers will come to our store solely to purchase them. The range is varied because we get pies as well as pasties. Some customers will ask if they can purchase them chilled so they can then warm them up later.

Rav Garcha

STORE Nisa Hockley
LOCATION Birmingham
SIZE 1,000sq ft
TYPE parade

TOP TIP

Always pricemark where you can because I find customers are more concerned about value



I always try and go for promotions such as three-for-£6 on bottled cider if I don't choose RRP. Both options give me average margins of around 20%. My bottled cider is purchased directly from Nisa. Fruit ciders, such as Kopparberg or Old Mout, are popular all year round, although sales do increase during summer. There is just more variety in the bottled cider category now, which attracts a wider range of customers. Other products, such as alcohol-free cider and Jack Daniel's Cider, are also growing in popularity, alongside more regional varieties from areas such as Cornwall.

Sam Coldbeck

STORE Wharfedale Premier
LOCATION Hull
SIZE 1,200sq ft
TYPE suburban

TOP TIP

Always stick bottled cider in the chiller because customers want something they can drink immediately



I always charge RRP or under with bottled cider and this gives margins of between 23% and 35%. I also try to have promotions, such as three bottles of cider for £5. The introduction of fruit ciders, such as Rekorderlig and Old Mout, have really helped increase the customer base for our cider range. Before, it had a bit of a negative image because of the cheap quality, but we're finding fruit ciders are drunk more frequently among 18-to-30-year-olds now. As you can imagine, fruit cider sales do increase during the warmer months because customers are outside more.

YOUR NEWS

MP backs display changes

Conservative MP Sarah Wollaston has responded to a retailer's concerns about proposals to ban confectionery by check-outs and aisle-ends.

The proposals are part of upcoming revisions to the Childhood Obesity Plan. In a letter to Ms Wollaston, an anonymous retailer said: "Not allowing end-of-unit displays is quite frankly a poor decision on your behalf. More emphasis should be put on physical education and outdoor activities."

Ms Wollaston responded: "The Health and Social Care Committee is not trying to cause any difficulties for small businesses. However, we heard very clear evidence during our inquiry that feature and display promotions can create a nudging effect."

Council recruits retailer

West London retailer Ravi Kaushal has celebrated the opening of his new Nisa Local store in a neighbourhood undergoing regeneration.

He opened it in Ealing two weeks ago, after being approached by the local council, which was looking for a retailer to provide a good quality shop.

"I was very proud of being approached," he said. Mr Kaushal was about to retire but says he is glad he took on the challenge.

"The people here are a real community. I want to contribute to that by installing an Oyster card top-up facility in-store, following feedback from customers," he said.



Swindon retailer's Father's Day display helps raise money for Brighter Futures

A Swindon retailer celebrated Father's Day with a fundraiser to raise money for local charity Brighter Futures. Rosemary Earle of MI Earle Newsagents invited residents to donate and display an image of their father figure in her shop window. "We are thrilled to bits to be able to help Brighter Futures, and enable them to reach their campaign target," she said. The money will be used to buy a radiotherapy machine for use in the local area.

Shop owner infiltrated Facebook groups 'Progress being made via SARA,' Imperial tells NFRN

Retailer tracks down illegal tobacco traders

by Megan Humphrey

megan.humphrey@newtrade.co.uk

A retailer from North Wales said he felt forced to infiltrate social media sites to crack down on the illicit trade of tobacco, following ongoing frustration with a lack of response from Trading Standards.

Richard Kendrick, from Mace News in Rhyl, said he took action after Trading Standards took three months to respond when he reported witnessing illegal activity in his area.

Mr Kendrick says he loses up to £400 a week as a result of illegal trading

and has urged the police to take more action and reconsider the serious nature of the crime.

He told RN: "I confronted the sellers on Facebook and even tagged the police so they knew who the culprits were. Since then, I have received death threats but I'm not afraid."

At the NFRN conference in Torquay last week, Imperial Tobacco's head of anti-illicit trading James Hall said progress was being made tracing illegal tobacco-selling. The company's SARA (Suspicious Activity Reporting App) has received 781 reports of

illicit trading, 30 outlets have been raided and 91 Facebook sites shut down, since January.

But at the NFRN's national council meeting in April, Mr Hall warned retailers not to put themselves at risk when attempting to tackle local issues. "Illicit trade is dangerous business with links to organised crime. So, report it, but don't make a fuss about it," he said.

Meanwhile, John Parkinson, from Broadway Premier in Penrhyn Bay, called for the government to drop duty on tobacco products after losing 30%

of tobacco sales through illegal trading. "This would decriminalise it," he said.

In addition, the Association of Convenience Stores (ACS) has stressed a stricter timeframe needs to be placed on the proposed 'track and trace' regulations set out in the EU Tobacco Products Directive II that are due to be come into effect in May next year.

ACS chief executive James Lowman said: "Measures that aim to reduce the tax gap are welcome, but there are still unanswered questions when it comes to the operation of these regulations."

New rates scheme could ease bills burden

A new business rates regime has the potential to reduce financial concern being felt by retailers, a Yorkshire business leader has said.

Chair of York Retail Forum Phil Pinder has proposed a turnover tax to replace the "old-

fashioned" system that is failing retailers.

He told RN: "This is a simple idea I wanted to put on the table, to stop us from working with something that the Victorians invented - it's bonkers."

A 600% increase in business rates in York in

2015 led to an escalation in the closure of high street stores. York MP Rachael Maskell said: "York traditionally had a lot of independents but this has changed. A turnover tax would be much fairer - there would be huge savings for small businesses."

Adrian Rodda, from AR News in Harrogate, Yorkshire, said business rates are an ongoing problem.

"We are still resolving appeals from 2010, which has continued to cost us money. I would abolish the whole thing and extend VAT," he said.

INDUSTRY PROFILE

Dee Bee Wholesale

How will the era of consolidation affect the UK's smaller, independent wholesalers? According to Dee Bee Wholesale's managing director Nick Ramsden, their size and expertise give them an opportunity to shine

RN In a tough market of consolidations and high street closures, how can independent retailers survive?

NR When you look at the majority of retailers who work with us across the country, the top customers are those with a symbol store. They're the only ones who seem to be growing. You're going to struggle if you're not part of a symbol group – it helps build brand awareness and a sense high standards are being consistently maintained. Since the multiples entered convenience, there's been a greater need to offer a recognised brand.

RN The collapse of Palmer & Harvey (P&H) last year had a major effect on the industry. Is there still a future for traditional cash and carries?

NR P&H's collapse enabled us to pick up many of their old customers and grow our business. Although cash and carry is still very important for us, delivered wholesale is where we see the company – and the industry – going. Delivered makes up 80% of our overall business and the service is up 22% compared to last year. We're delivering 60,000 cases a week now to our customers.

RN How are you developing the delivered wholesale business and differentiating from rival wholesalers who are offering similar services?

NR We've invested a lot in the service over the past year and our availability is at 98%. We're also pretty untapped in terms of competition for delivered wholesale

in Grimsby and Hull, alongside parts of the UK other wholesalers are unable to reach.

We do a lot of business in Skegness and Mablethorpe. Nobody really wants to deliver in those areas because they're difficult for deliveries logistically. Our delivery network also includes Scarborough, York, Leeds, Liverpool and Northampton.

We're also a family business. We might not be the biggest and we're never going to be at the same scale as Nisa or Spar, but we react to decisions quickly. The disadvantage Tesco-Booker has is its size – it can't make decisions as quickly as we can.

RN Does Dee Bee Wholesale have any interest in acquiring any of the Blakemore depots?

NR The focus now is on delivered and there's no desire to open another



“
Convenience seems to be the only growth area

depot. Blakemore isn't an interest because we looked at their numbers over the past year and what we saw didn't look great. Our turnover last year was £65m and there's more growth to be had this year.

There's still plenty of potential to grow in the areas we currently serve and delivering further afield is still an option. For example, the North East is a region we might consider in the the next two years.

RN Do you see any more consolidation happening?

NR What will be interesting is what Morrisons will be doing, especially with their deal with McColl's. Will they decide to enter convenience and make the market even more crowded? Tesco-Booker, alongside Co-op and Nisa, will be spending the next few years sorting themselves out, and Bestway seem to be quite hungry when you consider the recent acquisition of Conviviality Retail.

I don't know if there's even much more to consolidate now and it's a case of what the existing companies will do. Convenience seems to be the only growth area.

** Company CV **

Company Dee Bee Wholesale Managing director Nick Ramsden

Profile The wholesaler, which will be 60 years old in 2021, currently serves retailers from two depots in Grimsby and Hull, and develops 90 Today's Local symbol group stores.

Latest news Dee Bee Wholesale is aiming to boost Today's Extra member store numbers to 100 this year.



**

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YOUR VIEWS

YOUR LETTERS

■ Why won't News UK put me through to someone who can help me?

It would be nice, one of these days, to have an actual conversation with someone at News UK, without being run around in circles by their switchboard.

The other week, all their titles arrived on a re-run at 9.35am, when they are normally due to be posted at 5.30am. However, when you try to contact them to find out what is happening, you are just put on hold by a switchboard, which refuses to put you through to someone who can help.

On one occasion, I was put through to their retail team, which deals with direct deliveries. Even they said they didn't know why I was put through to them - they were the wrong department.

In all my 35 years in retail, I have never been able to speak successfully to anyone at News UK. I know many retailers face the same problem with titles arriving late and I understand how frustrating it can be, especially now that the football season is in



Even they said they didn't know why I was put through to them

Mark Ansell



'Who is running the News UK switchboard?'

full swing - it's very bad for daytime trade.

I would just like to speak to someone at News UK who can help me.

Mark Ansell
Liskeard News
Cornwall

A News UK spokesperson said:

"We have investigated this complaint and we are working with Mr Ansell to find an ongoing solution. We would encourage all retailers to sign up to News Retail + at www.newsretail.co.uk in order to contact us quickly and directly, so we can respond to any queries in a timely manner."

■ We needed more notice about the Sun on Sunday's price change

Last week, News UK upped the price of The Sun on Sunday from £1.10 to £1.20, but because they recycled an old passcode instead of setting up a new one, retailers had to update their EPOS systems to the new price.

However, because they only sent the letter a day before the changes, some retailers might not have seen it, so would have been selling it at the wrong price - and losing out on money.

Typically, you make around a 21% margin on the paper, so if you're still selling it at £1.10, you're not making any money. It was all just a bit last minute and we weren't given much notice.

Leon Hill
Spar in Stithians
Cornwall

A News UK spokesperson said:

"We recognise the importance of retailers having their systems up to date and have listened to Mr Hill's feedback. We are currently reviewing our processes and will look to ensure retailers have as much notice as possible to update their systems."

YOUR SAY How has working with suppliers to improve in-store standards boosted your sales?



Ken Singh

Mill Hill Stores, Pontefract
Store standards programmes are always useful and I've been working with Heineken and its Star Retailer initiative. They come in and make sure we're stocking the right products and merchandising them properly. I also have similar interactions with Mars and Batleys. It definitely has an impact because I am replenishing stock every week.

Scott Jell

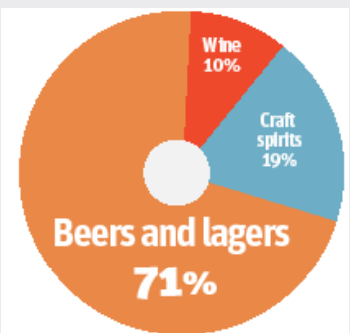
Molly's Nisa, Luton
The help I get from suppliers in improving in-store standards is quite handy. They provide us with expert advice on how to arrange a certain product category in the store or which products will sell well in our

region. For example, last year Heineken worked with us on a special Amstel display. It stood out and we sold two cases a week. We usually only sell one case every two weeks.

Sarj Patel

Pasture Lane Stores, Loughborough
We worked with Procter & Gamble (P&G) last year on merchandising our laundry and toiletries section and saw a 10% uplift in sales as a result. We were only selling washing up powders back then, but P&G recommended we add products such as gel tablets. Our range increased from seven products to 20 and we also began block merchandising items in the category. It looks more presentable and customers are more likely to buy products.

RN READER POLL



During the hot weather, which category makes your alcohol sales shine?

NEXT WEEK'S QUESTION

What is your most popular method of payment?



Vote now at
betterretailing.com

THE END OF PASS MY PARCEL IS A HUGE BLOW TO MY SHOP

I was devastated on the morning of the last day of the NFRN conference when we heard news that Pass My Parcel was closing, especially since we do a lot of trade through the service. Only today, we received 16 returns from people who most likely wouldn't have come into store otherwise.

Last Christmas, we were dealing with approximately 30 to 40 parcels per day, and currently we make on average £40 per week from the service.

Looking at the way the market is evolving with the growth in on-line shopping, I predict this figure will only increase this year.

At the moment, they haven't set a date for when the service will



stop, but they have said they are looking to pass it onto another courier if possible.

However, the only problem with another company taking it on is that some couriers are specific about the amount of services you have in-store. Personally, I would

like to have as many as possible. But for now, we can only wait to see what happens.

Graeme Pentland
Ashburn Village Store,
Newcastle upon Tyne

100 YEARS AGO

22 June 1918
The Edinburgh Association opposes the passing of the Education Bill, claiming the restriction of children's employment would "result in heavy losses to practically all newsagents"

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



There was a very nasty accident on Wednesday 5 June when a motorcyclist crashed on a sharp bend at Sutton.

It must have been someone who was unfamiliar with the road because apparently, he took the bend far too fast and completely lost control.

He was quite seriously injured and the Air Ambulance had to airlift him to hospital, so it will be quite some time before he is out on a motorcycle.

I am dreading the World Cup. I have no doubt delivery times will be all over the place. Judging from the amount of rubbish we have carried so far in the form of posters, sweepstake kits and heaven knows what else, it's also going to be a very long four weeks.

There was a lovely wedding at High Offley Church last Saturday.

The bride, Katy Cooke, is the granddaughter of Brian and Jean Cooke, who I have delivered to ever since I started just over 20 years ago. I was as excited about the day as they were.

It's amazing how Mother Nature has a way of putting things right, considering what a very wet spring we had. The farmers were unable to get on the fields when they wanted to, but everything seems to have suddenly rushed to get where it should be.

The rape seed is flourishing, the winter barley is beginning to turn golden and the potatoes are coming into flower.

It won't be long before they start to harvest the early varieties and we can have plates of them with lots of butter on.

Delicious!

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



.@HiStreetDigital have raised the bar with their seasonal themed advertisements. Many customers have commented on how great the screen looks. #WorldCup #FathersDay

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

It's England's first game of the tournament tonight so chances are there'll be shoppers looking for an easy meal and some drinks and snacks to enjoy when watching the match. Make the most of the opportunity to increase spending in store. #WorldCup2018 #ComeonEngland

Nisa Retail
[@NisaRetail](https://twitter.com/NisaRetail)



Always good to have great buzz in-store. Come on England. @1StopFranchise

Sunder@ One Stop
[@sundersandher](https://twitter.com/sundersandher)

CONFERENCE REPORT

National elections

President

Mike Mitchelson

Vice president

Stuart Reddish

Deputy vice president

Muntazir Dipoti

Trustees

Martin Ward, Sunil Patel,
Nilesh Patel

Executive committee

Steve Archer, Jason Birks,
John Parkinson, Bhavesh
Patel, Gwen Patterson,
Peter Wagg

The NFRN is embarking on its centenary year with a commitment to put its members first, step up its fight to tackle their issues and help them develop and run better businesses.

Neville Rhodes and **Chris Rolfe** report from last week's annual conference

Looking after your interests



MIKE MITCHELSON

"Our priority is to help independent retailers prosper – for our benefit and for the benefit of our communities," Mike Mitchelson said as he took up the federation's reins ahead of its centenary year. Engaging with members via open days, social events and focus groups was a priority, he said, with trade shows in Northern Ireland and the Republic of Ireland planned following successful events elsewhere in the UK.

The NFRN will step up its lobbying, prioritising making ministers who can enact change aware of the injustices faced by independent retailers, especially retail crime.

Mr Mitchelson challenged NFRN members to visit their MPs to support this drive (see page 4).

He also pledged to engage with the news supply chain to press for an end to service issues. "The alternative is to see the entire distribution network collapsing," he said.

"By working together, we can make the NFRN strong, vibrant, forward-looking and ready to face the next 100 years."



Newstrade representatives discuss the enduring value of the newsstand

NEWSTRADE

Newspro

The NFRN is to relaunch its Newspro magazine category management system.

Brian Murphy, head of news, told delegates the updated Newspro would give members a similar level of control over their ranges as multiple retailers.

Newspro members will stock a core range of bestsellers, based on the amount of display space available. Once agreed, these titles will be locked in with wholesalers, and stocking them will be mandatory.

Local best-selling titles and those required for HND or shop-save will also be locked in.

For both ranges, changes to quantities will be under retailers' control.

Lucid Retail is working with the

NFRN to roll out the system, and the federation's Connect service will deal with wholesaler problems and ranging queries.

Newspro will also arrange seasonal and other promotions.

"We will work with publishers to bring you some great promotions," Mr Murphy said.

Voucher payments

Members called on the NFRN to push vigorously for an increase in the 1p voucher handling allowance for retailers.

Northern member Graeme Pentland said the 1p allowance had remained unchanged for more than 20 years, during which time huge changes had occurred in retailing.

Mike Brown, a regular RN

columnist, said he had processed 538 vouchers the previous week, representing around a third of his newsbill. The job had taken an hour, meaning he was working for less than the National Living Wage.

He called for a minimum payment of 2p per voucher. "Customers value us, so we have to provide the best service. But we'd like to be properly rewarded," he said.

But West Midlands member Julia Bywater suggested a higher payment might lead to more digital vouchers, and retailers who did not have payment terminals could be disadvantaged.

• See page 11 for conference news on HND initiative **Deliver My Newspaper**

BUSINESS DEVELOPMENT



LINDA SOOD

Linda Sood opened conference by reviewing a year of unprecedented change, during which the NFRN had worked to improve the lot of members.

A new in-house business development department encompassing buying group NFRN Direct was “delivering practical support”, she said.

Newstrade issues including late deliveries, packing errors, plus a carriage charge hike from Smiths News spurred the NFRN to protest outside the wholesaler’s headquarters in September. “We were there to say ‘enough is enough’ and it was time to end the carriage charge rip off. Following our protest and subsequent meetings, improvements were introduced,” she said.

Mrs Sood was hopeful the NFRN’s submission to the CMA for an investigation into the newstrade would also lead to service improvement.

Political lobbying had also highlighted issues such as retail crime.

“Hopefully, with the new APPG and Daniel Johnson’s ‘Not Part of the Job’ bill to tackle violence against retailers, real progress will now be made,” she said.

Destination shops

Nick Shanagher, managing director of RN’s publisher, Newtrade, advised delegates how to make their stores the first choice for customers.

C-stores must cater for their communities, he said, and on a recent study tour to the Far East he had observed this in action: “Every lifestyle in each country defines the retail offer.”

In Hong Kong, where c-stores are small and food to go offers change several times a day, the philosophy of the Circle K chain is “speedy, tidy and friendly”, he said.

In Japan, where coffee drives success, the three-word maxim is “easy, fast and simple”. C-stores in Tokyo always offer something new, and food-for-now has to be served faster than in fast food restaurants.

In the UK, Mr Shanagher praised the offer in Conrad Davies’ Pwllheli store. “This is a Waitrose-level store. Customers can see fresh lobsters in a tank, dry aged beef hanging in the store and Davies’ own-brand food to go.”

He also commended Mark and Samantha Coldbeck’s store in Hull. It had adopted similar ideas to shops in Hong Kong and Tokyo: good value, always offering something new and heavy use of social media.

Booker

With sales to retailers worth £3.4bn a year and four symbol groups in its stable, Booker is targeting its non-affiliated retail customers for further growth.



Booker’s Paul Birch says the firm is targeting non-affiliated retailers for growth

This was the message from Paul Birch, Booker’s retail development controller.

Shop Locally, Booker’s non-fascia brand for non-affiliated shops, is a retail club with 7,000 members, operating under the slogan ‘great value, local service’.

It has four retail formats – full licence, off-licence, non-licensed and impulse – and offers simple promotion packages with pricing at retailers’ discretion.

Mr Birch also said bigger beer packs, better fruit and veg and better technology were three benefits emerging for independent retailers following the Tesco-Booker merger.

Camelot

Retailers who adhere to Camelot’s recommended 10 store standards can expect to grow Lottery sales by £4,200 a year, the company’s national sales manager, Greg Deacon, told delegates.

Camelot’s Stock, Site, Sell initiative – part of a three-year £20m investment in retail – has driven 40,000 retailer visits in nine months, 11,744 retailers have joined the scheme and retailers have scored an average 6.9 out of 10 on store standards, with 40.5% of stores scoring eight, nine or 10.

• See page 5 for more Camelot news

Energy drinks

A call by the Scottish district for a voluntary ban on sales of high-energy drinks to under-16s was narrowly defeated, but provoked a lively debate on best practice.

Ferhan Ashiq said members were already subject to legislation dealing with the goods they sold, and a voluntary ban might head off formal regulation in future.

“Let’s send a message to all our legislators that we will do the right thing,” he said.

Jim Maitland questioned whether it was worth selling a high-energy drink to someone under-16 for a small profit when it could have a devastating effect on the retailer’s business.

Wales member Peter Robinson said the proposed voluntary ban would only apply to drinks that were labelled ‘Unsuitable for children’, and if a drink did carry this warning, that was a good enough reason not to sell it to under-16s.

YOUR SAY

WHICH CONFERENCE SESSION WAS MOST USEFUL?



As a HND agent, I was interested in the session on GDPR because it has implications for our business. The presentation on employment law, especially on the recording of hours for holiday pay calculations, was also useful.

Mike Brown

Brown’s Newsagents, Stokesley



The newstrade session – what publishers are doing is of paramount importance to us, and it’s a pity their session was cut short. I think we are losing sight of our main objective.

Derek Cook

roundsman, South West district president



There was lots of information in the session on GDPR. I really enjoyed the Retail Mutual presentation, and I’m sure there will be lots of interest in the Mutual’s mortgages.

Ranjan Patel

Marsh Hill News, Hackney



The trade show is very good and things like Bartuf’s shelving and Epay’s digital vouchers have given me ideas. I also found the question-and-answer sessions after the presentations very useful.

Martin Mulligan

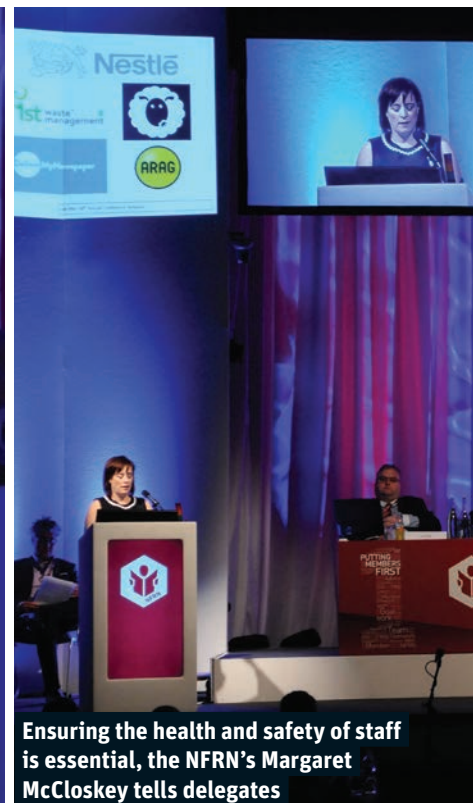
Mulligan’s Londis, Athlone



CONFERENCE REPORT



The only way to fight fraud is through increased security, says Barclaycard's Michael Christodoulides



Ensuring the health and safety of staff is essential, the NFRN's Margaret McCloskey tells delegates

BUSINESS MANAGEMENT

GDPR

Since 25 May, any business that holds information about individuals electronically has been subject to general data protection regulations, and this has important implications for retailers, conference was told.

In a presentation by legal firm Ashfords, retailers were warned that failure to comply with regulations could lead to serious penalties.

Any retailer who holds information about individuals digitally, on a computer, mobile phone or other electronic device, or on paper must register with the Information Commissioner's Office and pay an annual fee.

Information about an individual covers details such as name, address, email address, bank account or any other details about customers or staff.

Ashfords identified three key issues for retailers:

- All information held must be freely given – you must have the consent of the people you hold information about.
- Any 'data breach' must be reported to the ICO within 48 hours – failure to do so can lead to serious penalties.
- Data processing arrangements must be secure – access to data should only be available to staff

who need the information to do their work.

George Bladon, speaking for ARAG, the legal expenses insurer that provides the NFRN Legal service, promised to look into a response to a request from Yorkshire member James Wilkinson to provide a template for recording customers' data, after Mr Wilkinson questioned whether addresses held for HND customers for delivering, not marketing, were affected by GDPR.

Employment law

With the number of employment tribunal claims on the increase, Ashfords offered advice on the measures retailers should take to avoid claims for unfair treatment:

- Employees must have contracts that set out the terms and conditions of their employment.
- Employees should be told about the business's policies and practices and be given the training necessary to do their work.
- Employers should deal quickly with any grievance or dispute and seek early legal advice if a tribunal claim is threatened.

Ashfords also emphasised that retailers who employ part-time staff should calculate holiday pay correctly – 28 days a year for full-



Read any contract thoroughly, including the small print, before signing it

time employees and proportionately for part-timers – and ensure they are complying with the National Living Wage regulations for adult workers, and the National Minimum Wage rates for staff under 25.

Card and banking security

Security is vital for retailers who accept payments by debit or credit cards, or who hold their banking details electronically, Michael Christodoulides, a senior executive at Barclaycard, warned.

"Fraud is on the increase, and the only way to fight it is through increased security," he said.

Any merchant accepting plastic cards must be fully up-to-date with the payment card industry's security standards. These and advice on protecting your business are available on the industry's website, pcisecuritystandards.org.

Basic security measures for online banking include strong passwords, keeping software up-to-date, and switching off remote access immediately after use.

NFRN Legal

With retail crime and violence against shop staff on the increase, the general duty on employers to ensure the health and safety of



George Bladon urges retailers with legal problems to contact the federation's legal helpline

IN BRIEF

- The NFRN is to seek legally enforceable ways to obtain automatic compensation for poor service from news wholesalers. It also reported an 84% success rate in submitting individual members' restitution claims to Menzies using NFRN Connect.

- Public affairs manager Adrian Roper said the NFRN was holding discussions with districts about setting up WhatsApp groups to report retail crimes.

- The coupon market, worth £5bn a year, is still largely paper, but is moving rapidly towards digital, with the main advantage of digital vouchers that they can be created and terminated very quickly, said Epay executive Liam Cagliarini.

- NFRN charities paid out £85,000 in grants and benefits, committee chairman Peter Wagg reported. Head of membership services Theresa Neale asked delegates to publicise benefits available, including the NFRN's serious illness and convalescence benefits and Empowering Young People grants.

- NewstrAid chief executive Alex van Straubenzee said the charity was looking for volunteers to act as almoners, and wanted to hear about people with newstrade connections who may need help.

staff is particularly important for newsagents and c-store owners, Margaret McCloskey, the NFRN's head of operations, told conference.

Earlier in the event, incoming deputy vice president Muntazir Dipoti told conference: "Retailers don't feel safe anymore. Day in, day out, retailers experience some form of theft."

For retailers employing five or more staff there is a legal requirement to provide a written statement of the business's health and safety policy.

Contracts with suppliers could turn out to be a minefield, as a member who is facing a £76,000 claim for early termination of a contract has discovered, she warned.

"Read any contract thoroughly, including the small print, before signing it, and pay particular attention to any targets or charges set out in it. Resist pressure from the salesperson to sign straight away, and take your time to study it," she advised.

George Bladon urged members facing legal problems to contact NFRN Legal's helpline for free

advice, or register through NFRN Connect with Legal Plus for help with legal documents.

Retail Mutual

The Retail Mutual has increased its membership by 25% over the past two years and has more than 6,000 members, manager Kirstie Hampton reported.

The insurer offers business, home and landlord cover to independent retailers, and has recently teamed up with mortgage broker London & Country to arrange residential mortgages.

Other business it is considering includes motor and health insurance, with Health Cash Plan (covering everyday health expenses such as dentistry and opticians) and Access Surgery (for surgical treatment payments) set for launch.

Ms Hampton urged members to ensure they are fully insured for losses resulting from raids on cash machines, where claims could be up to £50,000, and for "slips and trips" claims.



Unfair practices

Conference unanimously endorsed a call for the NFRN to tackle the issue of unfair practices against independent retailers.

Proposing the motion on behalf of West Midlands district, Doug Morris said hardnosed trading practices imposed on independents were far removed from good commercial conduct, were undermining retailers' profitability and were causing a power imbalance between retailers and suppliers.

Aside from newstrade service issues, Mr Morris said two-thirds of councils were failing to grant discretionary rate relief for small shops.

West Midlands member Narinder Randhawa said the pressure applied by council officers on small shops not to sell high-strength beers and ciders, with implied threats that their licences would not be renewed, was another example of unfair practices retailers had encountered recently.

For conference news on retail crime reported in RN last week, go to betterRetailing.com/NFRN-conference-crime

STORE ADVICE



Grow footfall with Post Office

A post office can boost sales and make your store a local destination. We join **Ramesh Shingadia**, who owns two stores with branches, and **Peter Johnson**, from the Post Office, to help two retailers with new branches make the most of these opportunities



Londis Caterways

POST OFFICE LOCAL BRANCH

Name	Londis Caterways, Horsham
Size	1,800sq ft
Staff	10, with contracts of at least 25 hours a week

POST OFFICE MAIN BRANCH

Name	Londis Southwater, Horsham
Size	2,700sq ft
Staff	Five full-time, 15 part-time, 10 HND operators

Ramesh Shingadia, along with sons Alpesh and Amish, opened a Post Office Local branch – where a counter is integrated into the existing shop – at Londis Caterways in 2015. It was the first branch in a new location and the 5,000th to be launched under the Post Office’s network transformation programme, an initiative to make post office services more accessible to communities.

Run by Amish, and recognised as the IAA Overall Best Shop in 2016, Londis Caterways is on a shopping parade in a suburb of Horsham, a market town in West Sussex. At 1,800sq ft, it is a third smaller than Ramesh’s first shop in nearby Southwater, which opened in 1983 and has been a Post Office main branch since 2013.

The store was quite run-down when the family took it over, so they decided to ask their community what they wanted from their local store, and services were high on the wish list. Two new housing developments created demand for post office services, so Ramesh was keen to include a branch as part of refit plans, and the new-look store and post office opened in November 2015.

“The post office at Caterways has worked from day one – our turnover jumped up by 10%,” says Ramesh. “Footfall rose and basket

spend shot up from £4.25 to £4.99. Not only do we generate an income from the post office, but it has a halo effect on the rest of the business, which is thriving.”

The family-run store has had great feedback from the community, with customers travelling from different areas to use the services offered through the post office. Each week, they get a post office transaction report, which they check against the retail side.

“Around 40% of post office turnover is at Christmas – our transactions shot up to 17,000 one week in December. We use the post office data to merchandise and cross-sell more effectively. For example, reminding shoppers that first-class post provides a maximum of £20 compensation often prompts them to go for special delivery because it has higher levels of compensation for expensive packages.”

These visits are about sharing the best practice that Ramesh has put in place in his stores – along with expert advice from Peter Johnson, deputy director network transformation programme at Post Office – with two retailers who have added Post Office Local branches recently, so they can see similar results. “We have learned a lot from having a post office that we have applied to our store, and vice versa, and I want other retailers to learn in this way, too.”

in association with



LESSONS FROM RAMESH'S STORE

- 1 Set upselling targets:** encourage your staff to set a target number of special deliveries to upsell each day – at least one in five (20%).
- 2 Use your data:** find out exactly how your customers are interacting between your post office and the rest of your store. Once you know the facts, model the rest of your store around them.
- 3 Offer first-class service:** especially at peak post office times, such as Christmas, make sure you're giving customers extra, such as free coffee vouchers.



THE OPPORTUNITY



32% of shoppers will travel more than half a mile to visit a store with a post office



78% of people using the post office bought something else in the shop



What happens next?

Ramesh and the Post Office will visit Amarjit and Raaj's stores, giving them both tailored advice on how to increase the impact of their new Post Office Local branches, which they will follow over a 12-week trial period.

To find out how they got on, look out for RN on

6 JULY



FOCUS ON AMARJIT RAKHRA

The Convenience Store, New Oxford Street, London

"I have learned a great deal from how Ramesh runs his post office and also that I have to dedicate more time to upselling and making the most of the data I have access to. We don't have fresh produce at the moment, so it is a different business that we are running, but now I can see the areas that we need to look into, such as merchandising and food to go."



FOCUS ON RAAJ SANGHA

One Stop Jerry's Lane, Erdington, Birmingham

"I would like to learn ways to upsell – and encourage my staff to do so, too – via my Post Office. I have picked up some interesting ways to do that from Ramesh today and I am excited to have access to Peter's experience and knowledge. We can definitely encourage shoppers to upgrade their mail and parcel deliveries, for example. I am looking forward to seeing how these suggestions can help."



EXPERT ADVICE PETER JOHNSON

Deputy director network transformation programme, Post Office

"Having a post office gives all kinds of people a reason to come regularly into your store. Ramesh really understands the strategies he needs to use for both the retail and post office aspects of his business to maximise this – and he has shared this with Amarjit and Raaj. If all our retailers can listen and learn from each other like we have done today, I think we can achieve a lot."



GET INVOLVED

If you would like to add a post office and improve the performance of your store, call 020 7689 0500 or visit betterRetailing.com/post-office-footfall

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PLYMOUTH HAS DRIVEN £2.1M WORTH OF VALUE GROWTH IN THE LAST YEAR**

PREMIUM GIN IS GROWING AT **+62.4%***



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*AC Nielsen Total Impulse value sales. 24.03.18.
**AC Nielsen Off trade Total Coverage, value sales. 24.03.18.

SUMMER SPIRITS

Get in the summer spirit

Pink gin, pre-mixed cans and other niche spirits are an increasingly key part of any Brit's summer alcohol range alongside core brands, such as Captain Morgan and Absolut. Six retailers tell **Alex Yau** how they make both work together

Core and new products for boosting summer spirits sales

Gordon's Premium Pink Distilled Gin

Gordon's brand owner Diageo is making the most of the latest cocktail trends with its fruit-flavoured gin made from a mix of strawberries, raspberries and redcurrants.

Captain Morgan

Diageo has updated the Captain Morgan rum range with seven limited edition bottles, which will enable customers to pick up personalised labels.

Echo Falls Summer Berries Vodka

Echo Falls has made its first entry into the spirits category with Summer Berries Vodka. As a result, it is investing £5m over the next year to develop and raise awareness of flavoured vodka in convenience.

Ketel One Vodka

The latest addition to the Ketel One Vodka range is Oranje, which is flavoured with oranges and designed for customers aiming to mix cocktails at their summer gatherings.

Cîroc French Vanilla

Cîroc's recent addition to its premium vodka range is French Vanilla. Designed to help retailers tap into the premium spirits market, the product is available with an RRP of £41.05 for a 70cl bottle.

Smirnoff Vodka

Whether it is mixed with Coca-Cola or enjoyed on its own, Smirnoff Vodka is still core across convenience stores, and brand-owner Diageo offers two variants: Red Label and Blue Label.



MY STRATEGY

React to the biggest trends

MIKE NICHOLS

Costcutter
Dringhouses, York



Flavoured gins have been big sellers over the past year and annual sales have grown by 75%. The pink gins are particularly popular, but the standard products from the likes of Gordon's are still the bestsellers. It is all about balancing the range during the summer and having a mix of both core and niche flavours. As more customers are getting into the cocktail trend, I have begun offering a free bottle of tonic water when customers purchase a bottle of gin. It helps maintain and balance the interest between the standard core range and trendier varieties.



It is all about changing your range to match the seasons

MY STRATEGY

Adapt to the seasons

HARJ GILL

Select & Save The Windmill, Rubery, Birmingham



It is all about changing your range to match the seasons. Core products, such as Havana Club, are normally strong during winter, but the cocktail trend has helped boost sales of pink gin during the summer and we are currently selling upwards of three cases a week. We don't do anything complicated to boost sales. We just move the products, such as Gordon's Pink Gin, around and give specific products more prominence on the shelves to help encourage sales. Cocktail cans are usually big sellers in the summertime as well and we are thinking of putting them in a chiller.

MY STRATEGY

Build relationships with local suppliers

DAVID RAMSEY

Best-one Byram Park Stores, Knottingley



I recognise that craft alcohol is a growing area and there are no nearby shops selling alcohol, which gives me a good opportunity to capitalise in this growing area. I have customers who will come in to buy core established products, such as Baileys or Jack Daniel's, but this provides a good opportunity to ask whether there is any kind of specialist alcohol they might be interested in trying. There are a few specialist alcohol suppliers nearby, and getting in touch with them to arrange in-store tastings and events is one way I have considered helping boost awareness and sales of specialist products.

SUMMER SPIRITS



Building a range for core and niche spirits is a challenge many stores face

Supplier strategy: Pernod Ricard UK

James Middleton

Channel director, impulse, Pernod Ricard UK



All our activity is designed to encourage consumers to go beyond their usual G&T by inspiring them to experiment. This will allow us to demonstrate the versatility of our gins. We are using fresh imagery across all channels to drive sales and provide this inspiration. In-store merchandising and point of sale items will be offered to retailers, and a mix of online and traditional advertising will drive consumers in-store during the summer season.

In terms of ranging, we believe retailers should offer three types of gin: those which make customers want to experiment, such as Beefeater Pink and Plymouth Fruit Cup; those providing a high-quality, premium gin suitable every day, such as Beefeater Dry; and a wide range of premium-plus gins consumers can trade up to for special occasions, weekends and gifting, such as Beefeater 24, Plymouth Gin and Plymouth Sloe Gin. ●

MY STRATEGY

Position niche and core products together

ANITA NYE

Premier Eldred Drive Stores, Orpington



My store is based in a residential area where customers won't have as much money to spend on full bottles of spirits and mixers, which makes the ready-to-drink cans of Jack Daniel's & Cola or Flare Cocktails Cosmo suitable alternatives. These are positioned near my best-selling core alcohol products in the chiller. Customers might come in with an idea of the brand they are after, but then will be drawn to the ready-to-drink products once they are in their line of sight. I also put on promotions, such as two-for-£3.50, to encourage impulse sales even further.

MY STRATEGY

Grab attention with in-store theatre

JUSTIN WHITTAKER

MJ's Premier, Royton



In-store displays play a huge part in boosting our summer alcohol sales. There is an alcohol cavern in my store and we normally have promotions, promotional merchandising and products arranged in a certain way to draw attention. For example, we might have a mock mini football pitch in the middle of several cases of beer. We often do this with any major sporting event during the summer because alcohol is one of our biggest sellers during these occasions. Customers will be drawn to this and we will use it as an opportunity to display products such as the ready-to-drink cans nearby.

MY STRATEGY

Strike up conversation with your customers

KEN SINGH

Mill Hill Stores, Pontefract



The spirits we stock are all displayed behind the till, which isn't as much of a problem with more established brands, such as Jack Daniel's, Glen's Vodka or Smirnoff Vodka. However, it can make selling niche products designed for summer, such as Gordon's Pink Gin or Ciroc, a little more difficult because there is not much awareness. Customer communication is key. A customer might come in for a bottle of Tanqueray, but I might use this opportunity to tell them about newer products which they might not have heard of. It is a good opportunity for us to encourage them to increase their overall spend on alcohol.

Meanwhile, to celebrate the launch of Malibu Piña Colada cans and get retailers ready for festivals, Pernod Ricard UK is giving 500 stores the chance to win a case to trial with customers this summer. Go to betterretailing.com/free-malibu to claim your case.



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OF
THE YEAR**

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2018

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*Nielsen ScanTrack Jan 2018.

LOGIC PRO. E-CIGARETTE CATEGORY WINNER 2018,
voted by 10,637 members of the public.

E-CIGS & VAPING



Customers increasingly want to know more about the products they use

The need-to-know facts

Retailers have the chance to capitalise on one of the biggest consumer trends in any market for decades. With category management best practice changing month by month, **Priyanka Jethwa** put two great retailers' questions to the experts

E-cigarette and vaping products provide huge opportunities for retailers willing to focus on a fast-moving, fast-growing category. Indeed, by 2020, industry experts expect the whole category to be worth £25bn in the UK. With this in mind, RN decided to ask top independent retailers what they need to know to build a successful strategy in this sector.

Vip Measuria, who runs One Stop The Prior Way in Derby, and Kay Patel, of Best-One in east London, gave us a list of their top questions, in-

cluding which key trends to follow, merchandising advice and what new products suppliers planned to bring to market this year.

We then put the questions forward to the leading players in the e-cigarette and next generation category. Here, Imperial Tobacco's head of next generation products, Sophie Hogg, Japan Tobacco International (JTI)'s head of marketing, Stephane Berset, and up-and-coming brand Doozy Vape Co's chief executive officer, Imran Ismail, provide answers to our readers' questions.



Vapers are moving to smaller, stealthy devices



This product contains nicotine which is a highly addictive substance.

Kay Patel What is your focus this year and what new technology can we expect?

Sophie Hogg In the coming months, we have a range of new systems and e-liquid flavours planned that will help retailers take advantage of the vaping category.

Stephane Berset As we see demand for refillable and capsule devices grow, our focus is on Logic IQD and Logic Pro.

Imran Ismail Doozy is in the process of developing a new pod that will contain various strengths of nicotine.

Vip Measuria What type of devices should I stock?

SH At Imperial, we've moved our focus away from 'cigalikes', because tastes have shifted to new devices, such as the open systems we are seeing become increasingly popular.

SB The capsule and refillable vape device market has grown 33% in the past year. These are now the fastest-growing devices in the traditional retail market, with 92% of UK vapers using capsule and refillable products.

II Vapers are moving to smaller, stealthy devices that are low-powered, have better battery life and provide a quicker nicotine hit from the liquid and device. >>

E-CIGS & VAPING

Kay How can the industry ensure that any future legislations are kept to a minimum?

SH EUTPD II came into force in May 2017, and we're confident the legislation resulted in improvements to the quality of the products within the category. However, vaping is still very much in its infancy; the marketplace is crowded, fast-evolving and can be confusing - particularly to new entrants - and further legislation is probably inevitable.

SB Following tighter controls on the category, we have seen a consolidation of the market as smaller, non-compliant brands were removed from shelves.

II For retailers it is prudent to not stock brands that have copyright issues. We have seen many enter the market ripping off brands with packaging that looks like a food product. One in particular looks like a popular fizzy drink brand.

Vip Consumers' tastes are changing - what flavours should I stock?

SH When consumers first started entering the vaping category, traditional tobacco flavours were the clear bestsellers. However, preferences have evolved and consumers are now invested in a broader range of flavours, including lower- and zero-nicotine strengths.

SB According to the latest insight, the three most popular vaping flavours are fruit, followed by menthol and then tobacco.

II We definitely see that fruit flavours appeal to majority of vapers and sell well all year round as opposed to tobacco flavours. Seasonality also has a big impact and we find our dessert flavour sales tend to be



more popular in the colder months, whereas cool and fruity flavours are the go-to choices in the summer.

Kay What is the most effective way for me to display my e-cig and next generation range?

SH Behind-the-counter gantries still have an important role to play in the sale of tobacco, accessories and e-vapour products. They clearly, legally signpost that e-vapour products are for sale, showcase the retailer's wide range and availability of products and offer secure storage.

SB As consumer demand for vaping grows, retailers should display their products prominently in-store to maximise potential sales by keeping a clear and tidy vaping display to ensure customers are aware of the choice and range available.

II Products can be displayed directly on shelf, but it is important the branding around the section is clear and within view of customers, so they are aware of what products are stocked. Retailers make the mistake of dumping e-cig products on a makeshift stand or shelf that is not suited to the size of the products.



Tobacco, menthol and fruit flavours lead the vaping market



Newer brands such as Doozy are arriving on the market all the time

VAPING IN NUMBERS

70-80%

of vapers in the UK use high-strength nicotine products

11 years

Vaping products were first introduced in 2007

Up to **20,000**

people could be quitting smoking thanks to vaping each year

75%

of vapers use a refillable device

£25.5bn

- the projected value of the category by 2020

9.3%

category growth in the past two years

29%

of vaping flavours are fruit

Vaping products are

95%

less harmful according to Public Health England

THIS WEEK IN MAGAZINES



Launch of the week

A SUMMER WELLBEING MAG TO BE MINDFUL OF

As one of the biggest segments in the women's interest market, it is worth offering a variety of mindfulness magazines, and the team behind Breathe is releasing a bumper must-stock summer special

MINDFULNESS IS one of the biggest sub-segments in women's interest magazines at the moment, with specialist titles growing in sales and revenue year on year. To cash in on this trend, the team behind Breathe at GMC Publications is now launching a special one-off 120-page summer edition to take advantage of the summer weather.

Breathe Special Summer is being marketed by distributor Seymour as an ideal holiday companion, and includes mindfulness activities, creative exercises, relaxation tips, recipes, puzzles and quizzes. It is a special, eye-catching issue in a well-performing market, so retailers should display prominently.



BREATHE SPECIAL SUMMER

On sale 28 June
Frequency one shot
Price £7.99
Distributor Seymour
Display with Breathe,
Teen Breathe, Flow

My week in magazines



Marcello Perricone

Magazines reporter

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THE STAYING POWER OF LEGO

It is no surprise to anyone that children's magazines is the third best performing sector in the market, just behind TV listings and women's interests. What may be a surprise, however, is just how important Lego is in the market.

The Danish toy company is such a popular brand that five out of the sub-segment's Top 10 children's magazines are Lego titles, including heavy hitters such as Lego Star Wars and Lego Ninjago. All combined, the publications sell more than 3.3 million copies and generate more than £14.5m in revenue, numbers that single-handedly dwarf whole other segments, such as adult and computing magazines.

Lego has resurfaced as a huge player in the past couple of decades, expanding away from toys into movies, magazines and video games with unparalleled success. This multimedia approach means the brand became ubiquitous in the mind of generations, and that awareness has successfully translated into magazines.

As the summer holiday approaches, we see a spike in sales in the children's magazines sector, and parents and grandparents often leave newspapers with treats for their little ones. With a strong presence in the sector, and a new Lego Batman special magazine coming out 27 June, retailers can make a lot of money from this building block-themed brand.

Opportunity: children's mags

The summer holidays are almost here, and children's magazines sales are picking up accordingly. Retailers should unclutter displays and give covermounted titles prominent positions, for the sake of both children and their guardians.

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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REVEAL

- This celebrity magazine is full of gossip, pictures and advice on everything from fashion and beauty to diets and cocktails.
- The magazine is capitalising on its key sales season with a price increase from 99p to £1.25, which is expected to generate extra revenue.



On sale out now
Frequency weekly
Price £1.25
Distributor Frontline
Display with Heat, Closer, OK!



BUSHCRAFT & SURVIVAL SKILLS

- Dedicated to bushcraft and survival skills, this magazine has articles aimed at teaching and enhancing readers' new skills.
- This issue includes product reviews, DIY char cloth instructions and features about wild camping, alongside a competition to win a Hultafors axe.



On sale 28 June
Frequency bi-monthly
Price £4.95
Distributor Intermedia
Display with The Great Outdoors, Trail, Camping, Outside



OKIDO

- This children's arts and science magazine aims to educate both boys and girls, regardless of age.
- The latest issue teaches readers to make a musical automaton and is packed full of stories, activities, games and even a recipe and poem.



On sale out now
Frequency monthly
Price £4.50
Distributor Intermedia
Display with Playtime, CBeebies Art



US NAVY & MARINE CORPS AIR POWER YEARBOOK 2018

- This annual special edition bookazine has features and news about the United States Navy and Marine Corps air power.
- The 2018 edition includes interviews with leadership figures, a comprehensive review of aircraft types and order of battle.



On sale out now
Frequency one shot
Price £5.99
Distributor Seymour
Display with History Of War, Navy News, The Armourer



CLASSIC BIKE

- This motorcycle-focused magazine has test-drives, features and interviews about the world's most notorious bikes.
- The July edition takes a deep look at the Dresda Triton, tells the story of the origin of the Isle of Man TT, and includes an Enfield workshop supplement.



On sale 27 June
Frequency monthly
Price £4.30
Distributor Frontline
Display with Practical Sportsbikes, Built, Classic Racer



Bestsellers Boating

Title	On sale date	In stock
1 Practical Boat Owner	14/06	<input type="checkbox"/>
2 Motor Boat & Yachting	05/07	<input type="checkbox"/>
3 Warships International	15/06	<input type="checkbox"/>
4 Waterways World	05/07	<input type="checkbox"/>
5 Canal Boat	27/06	<input type="checkbox"/>
6 Boat Trader	04/07	<input type="checkbox"/>
7 Boat International	12/07	<input type="checkbox"/>
8 Classic Boat	06/07	<input type="checkbox"/>
9 Powerboat & RIB	06/06	<input type="checkbox"/>
10 Watercraft	28/06	<input type="checkbox"/>
11 Marine Times	29/06	<input type="checkbox"/>
12 WoodenBoat	19/07	<input type="checkbox"/>
13 NarrowBoat	29/06	<input type="checkbox"/>
14 Seahorse International Sailing	03/07	<input type="checkbox"/>
15 Tillergraph	20/06	<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

JURASSIC WORLD
FALLEN KINGDOM

BRAND NEW!

ON SALE NOW!

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

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 www.paninigroup.com

THIS WEEK IN MAGAZINES



TV CHOICE'S PUZZLE PICK

- This TV-themed puzzle magazine includes quizzes, crosswords, word searches and more.
- This month's issue refreshes editorial content based on feedback and includes a chance to win £3,000 in prizes, including DVD box-sets.



On sale out now
Frequency four-weekly
Price £2.10
Distributor Frontline
Display with Take a Crossword, Take a Puzzle



SUMMER MEGAPACK FOR GIRLS

- This holiday children's magazine is aimed at four-to-seven-year-old girls, and comes packed with activities, puzzles and posters.
- The Summer Megapack is a bumper pack including two magazines and comes with a free bracelet, lipshine and rings.



On sale out now
Frequency irregular
Price £3.95
Distributor LCD
Display with Girl Talk, Go Girl



STANDPOINT

- This self-described "highbrow" magazine is designed to celebrate culture and civilisation.
- The special 10th anniversary issue looks at the status of Emmanuel Macron's French presidency, the Marx Brothers and Trump's refusal to negotiate on the Paris Agreement.



On sale 28 June
Frequency 10 per year
Price £5.95
Distributor Intermedia
Display with Prospect, The Spectator, New Statesman, The Week



SPECIALIST CHOICE GRAHAM DOUBLEDAY, NEWSMARKET, MOSLEY TRUE DETECTIVE

Who buys it?
 All the people who like to read about gory stuff, but mostly females. They like reading detective novels and crime stuff, so they're the main readers for this kind of crime magazine.

How do you display it?
 With women's titles – so we have got True Detective, True Crime and Murder Most Foul in the same section.



On sale out now
Frequency monthly
Price £3.50
Distributor Marketforce

Expert advice

Anne Guillot

Marketing and circulation executive, The GMC Group



Despite the women's interest market being slightly in decline, it is still going strong thanks notably to mindfulness products. Puzzle magazines is also a healthy sector, and with this in mind, GMC Publications is launching a special summer edition in conjunction with Breathe magazine that bridges both popular categories, comprising mindfulness content – the brand's core subject – complemented by puzzles, quizzes and games.

As a trendsetter, GMC believes you also have to keep innovating to survive. Being first is important – GMC blazed a trail in the colouring market with the still-going-strong Zen Colouring, and in the mindfulness sector with Breathe – but the real skill is to develop a successful brand and attract new potential readers. So, from Breathe came the first well-being teen magazine, Teen Breathe, and you never know what will be next.

Our strategy

Who buys your titles?

Frankly, readers of all ages and genders. Originally, Breathe was tailored to women needing time for themselves, but we extended the concept to teenagers with Teen Breathe, and more recently to boys with a special edition.

How should your titles be promoted in-store?

In the women's interest category, displaying the titles together so women can also buy the spin-offs for teenagers.

How are you investing in independents?

Mindfulness follows the colouring trend, so any independent retailer who stocks and sells colouring titles should ensure they have a copy of Breathe on their shelves. We are supporting independents by adding value with free gifts in many issues, and regularly run online campaigns to drive consumers to their local stores.

COMING UP IN NEXT WEEK'S RN



Lunch: find out if your business is up to speed with the latest trends for time-poor shoppers

Plus, with summer bringing warmer weather (hopefully), ensure your water category management is as it should be



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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	16	60	8.99
British Steam Railways	16	50	1.99
Build the Jaguar	66	100	8.99
Build Your Own R2-D2	76	100	8.99
Cake Decorating	15	90	3.99
Classic Dinky Toys Collection	13	60	11.99
Enhancing Your Mind, Body, Spirit	76	120	3.99
Magiki Cuddle Buddies	11	30	3.99
My Animal Farm	65	80	5.99
Jazz at 33 and Third RPM	64	70	14.99
Star Wars Helmet Coll'n	64	80	9.99
Zippo Collection	73	100	19.99
EagleMoss			
DC Comics Graphic Novel	75	100	9.99
Game of Thrones	54	60	9.99
My Little Pony Colouring Adventures	68	80	4.50
Star Trek Ships	127	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	22	80	9.99
Art of Cross Stitch	77	90	2.99
Art of Quilting	129	150	3.99
Art Therapy	170	180	2.99
Assassins Creed: The Official Collection	35	80	9.99
Big & Little Crochet	8	72	4.99
Classic Routemaster	22	130	8.99
Doctor Who Complete History	73	80	9.99
Draw The Marvel Way	65	100	4.99
Judge Dredd Mega Collection	90	90	9.99
Marvel's Mightiest Heroes	117	130	9.99
Transformers GN Collection	39	80	9.99
Warhammer	47	80	9.99
Panini			
F1 Collection	58	60	10.99
Marvel Figures	11	84	11.99

Collectables

Title	Starter	Cards
Panini		
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
Magic Box		
Zomlings Series 6		0.50
Star Monsters		1.00

Title	Starter	Cards
Topps		
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
DeAgostini		
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 16-17 June

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,075g	130g	105g	6	40g
Sunday Times	830g	350g	10g	2	5g
FT	825g	455g	0g	0	0g
Times	755g	150g	35g	4	15g
Mail on Sunday	715g	240g	110g	5	50g
Sunday Telegraph	695g	220g	55g	5	25g
Guardian	625g	315g	10g	2	5g
Daily Mail	620g	245g	65g	3	35g

Scale of third-party advertising insert payments

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

* By negotiation

Insertion payment guide

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

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