



RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 08.06.2018



'Our magazine paradise'
Industry experts-turned-retailers on bringing their dream to life
STORE LOOKBOOK
Page 6 >>




Will displays like these soon be illegal?

- New government proposals would see confectionery checkout and multibuy promotions displays axed
- Retailers' sales and store layouts under threat as industry faces category management overhaul

Page 5 >>

CONVENIENCE

Value drive behind multipack sale surge

Cross-category uplift for large formats, exclusive RN data reveals **Page 4 >>**



SYMBOLS

Dee Bee pledges delivered growth

Grimsby-based wholesaler to expand store numbers **Page 10 >>**



NEWSTRADE

New proof reinforces late papers crisis

Retailers report excessively late deliveries as NFRN calls for change **Page 11 >>**

Vol 129 No 23
FOR TRADE USE ONLY



CONTENTS

RN

Shaping the future
of independent retail
since 1889



Editor

Chris Rolfe

@ChrisRolfeRN
020 7689 3352



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN
020 7689 3361



News editor

Megan Humphrey

@MeganH_RN
020 7689 3357



News editor

Helena Drakakis

020 7689 3357



Reporter

Alex Yau

@AlexYau_RN
020 7689 3358



Reporter

Priyanka Jethwa

@priyanka_RN
020 7689 3355



Reporter

Marcello Perricone

@Marcello_RN
020 7689 3350



Head of design

Anne-Claire Pickard

020 7689 3391



Sub editor

Ryan Cooper

020 7689 3354

Editor in chief
Louise Barnham
020 7689 3353

Designer
Emma Langschied
020 7689 3380

Production coordinator
Patrick Atkins
020 7689 3368

Account directors
George McCracken
020 7689 3364

Chris Carnevale
020 7689 3389

Account manager
Jon Melson
020 7689 3372

Sales executives
Khi Johnson
020 7689 3366

Joe Waxman
020 7689 3363

Sales support executive
Michela Marino
020 7689 3382

Marketing executive
Michael Sharp
020 7689 3356

Finance Director
Parin Gohil
020 7689 3375

Finance executive
Abi Sylvane
0207 689 3383

Finance administrator
Anubhuti Shah
0207 689 3397

Managing director
Nick Shanagher
07966 530 001

If you do not receive your copy of RN please contact **Michael Sharp** on 020 7689 3356 or email michael.sharp@newtrade.co.uk

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Newtrade
11 Angel Gate, City Road, London EC1V 2SD
Tel 020 7689 0600
email letters@newtrade.co.uk

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3 questions to ask
before buying the
perfect vehicle for
your business Page 24



“We have to increase the number of news summits in London. There is a great danger of the whole network collapsing if publishers, retailers and wholesalers don't work together”
Mike Mitchelson P22

HEADLINES

4 BREAKING NEWS

What to Stock shows multipack boom as shoppers look for value

6 STORE LOOKBOOK

Bill Palmer and Eloise Cappoci's Magazine Heaven in the spotlight

10 SYMBOL NEWS

Dee Bee's Today's expansion

11 NEWS & MAGS

NFRN reveals newsagents' crippling supply issues

12 PRODUCT TRENDS

Shoppers want novelty from ice cream

13 BRAND SNAPSHOT

News from nine big brands

14 PRICEWATCH

Benchmark your bottled water prices

OPINION

16 YOUR NEWS

Retailers meet police to raise store crime profile

18 YOUR VIEWS

Your letters, views and tweets

Get on board the latest London Bus one shot

Page 26



TALK TO RN



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WELCOME

With more legislation on the horizon and the challenges of consumer confidence and consolidation, knowing what to stock is going to be more important than ever

WE'VE CREATED MAGAZINE HEAVEN ON EARTH
Page 6

INSIGHT

17 INDUSTRY PROFILE

Got Capital's managing director Alex Afek speaks to RN

22 RN INTERVIEW

Marcello Perricone meets the NFRN's incoming national president, Mike Mitchelson

24 KEEP YOUR BUSINESS RUNNING

Olivia Gagan talks to two retailers and an insurance expert about the key things to keep in mind when purchasing a van or car

26 THIS WEEK IN MAGAZINES

Keystone Publishing's latest bookazine, the best-selling motorcycle magazines and expert advice on National Geographic



"I've seen sales of products such as Lucozade Fitwater and flavoured products grow, as well"
Page 14



Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

The arrival of the sales charts for RN's annual What to Stock guide always creates a buzz in the office.

Each week, we analyse and predict trends and report on dozens of big-brand launches in RN, so the data for this supplement provides an opportunity to prove which products have created waves and earned their place among – or displaced – long-standing bestsellers in your stores.

It also details the impact legislation such as EUTPD II tobacco laws, shopper trends such as health, and retail trends such as local shopping are having on independents.

The standout news from this year's data includes a massive growth of multipacks and larger formats, and relatively stable tobacco sales despite draconian legislation last year. But the data contains plenty of smaller trends worth noting, too. Red wine, premium wine, low-sugar cereal, confectionery treat bags and budget cigars are all on the up, for example.

It's also fascinating to see what's missing. Craft beers, premium spirits and protein products are now included on many symbol group planograms but are conspicuously absent from the charts, suggesting sales opportunities many stores have yet to take advantage of.

It's worth paying attention to the charts and making time for you and your team to analyse them against your own ranges, sales and prices.

With more legislation on the horizon and the challenges of consumer confidence and consolidation, knowing what to stock is going to be more important than ever.

BREAKING NEWS

Bestway's win-a-van promo

Bestway Wholesale and PepsiCo have partnered to offer Best-one, Xtra Local, and Bestway and Batleys unaffiliated customers the chance to win a van through a prize draw.

To enter, retailers must purchase three cases of qualifying Walkers products, which include standard, large and multipack formats.

Matt Goddard, wholesale trading director at PepsiCo, said: "The savoury snacks category continues to grow within the impulse channel and the summer months give retailers the opportunity to increase their customers' basket spend."

Haleem Sadiq, category controller at Bestway, said: "This promotion enables us to reward retailers while driving sales."

The promotion will run to the end of August.

Category first for menthol

Imperial has unveiled a roll your own (RYO) product with menthol tips – a first for the category.

The Gold Leaf Ice Pack is due in stores on 1 July with an RRP of £11. It includes a 30g pouch of tobacco, two packs of cigarette papers and menthol filter tips.

Retailer Jon Hanna, of Smokemart in Brighton, told RN: "Imperial is our top seller and its products do very well. Our menthol products do well, too, but they represent less than 5% of overall store sales."

Gold Leaf was launched in 2007 and currently occupies an overall market share of 18%. The first Gold Leaf 30g Handy Packs were introduced last summer.

RN's exclusive **What to Stock** reveals this year's bestsellers 'They still sell better than singles'

Multipacks boom as shoppers look for value

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

An increasing number of convenience store shoppers are buying multipacks of beer, cider, crisps and snacks this year compared to last, as more consumers seek better value for money, exclusive RN data has revealed.

RN's What to Stock table showed the three best-selling beers were all multipacks, with Stella Artois 500ml 4-pack, Carling 568ml 4-pack and Foster's 440ml 12-pack ranking first, second and third

respectively. Last year, only one multipack beer – Carling 440ml 15-pack – made the top three.

This trend was reflected in the cider category, where three new multipack products made the top 25. Most significantly, Strongbow Dark Fruit 440ml 10-pack climbed nine places up the chart to second place, with average weekly sales per retailer amounting to £21.61.

While no multipacks of crisps and snacks made the top 25 across retail last year, Walkers Classic Variety Crisps 25g 6-pack,

which RN highlighted as 'one to watch' last year, debuted at 18th place in the category this year.

Furthermore, multipacks also charted in the mints, chocolate, soft drinks and pet food categories.

Retail analyst Richard Hyman said the rise in sales of multipacks can be attributed to greater price sensitivity among shoppers, influenced by the growing presence of discounters such as B&M, which are fuelling an "incredibly promotional market".

"Offering multipacks helps independents stay competitive, which helps them to meet the expectations shoppers have been encouraged to have elsewhere," he said.

Harj Gill, who runs The Windmill in Birmingham, agreed shoppers are drawn more to multipacks as these appear to be better value for money.

"In the past year, we have increased our multipack range across food and drink by 25%. Even if we don't have a promotion on them, they still sell better than singles," he said.

Cigarettes and RYO get EUTPD boost

Average weekly sales of cigarettes and roll-your-own (RYO) tobacco increased year on year after EUTPD II tobacco legislation came into force last year, with budget e-cigarettes rising in popularity.

RN's exclusive What To Stock guide shows stockists' average weekly

sales of the top 25 cigarette products grew by £507.41 to a total of £2,306.38. RYO grew £416.91 to £1,343.32.

Meanwhile, e-cigarettes declined £126.33 to £249.91. However, budget e-cigarettes emerged as a growth trend, with 12 new entries for the Edge brand, retailing at £2.50, in this year's chart.

Gary Pilsworth, from Offley Stores in Hitchin, Hertfordshire, said his tobacco sales remain stable: "Cigarettes are still the bestseller and roll your own is picking up a lot more because customers can roll a lot off a £25 pack."

Joe Sweeney, who runs News Centre in Dublin,

said e-cigarette sales increased: "Tobacco sales are on a gradual decline, as people are just looking for cheaper and cheaper cigarettes regardless of brand."

"People are switching to vaping and roll your own as an alternative, so we had a near 20% increase in e-cigarettes last year."

Hull retailer backs Modern Slavery awareness campaign

Humberside retailer Patrick Sewell has urged store owners across the UK to raise awareness of modern slavery and human trafficking. Mr Sewell has partnered with Humberside Police as part of a campaign aimed at raising awareness. Posters, stickers and noticeboards are being displayed in Mr Sewell's 13 stores across Hull and East Yorkshire that include contact details for the Modern Slavery Helpline. Mr Sewell said: "This is a very important matter. We're pleased to support this campaign locally. I hope this can be a catalyst for other retailers elsewhere to get behind the campaign."



Livelihoods of small store owners could be affected 'Confectionery makes up half of my sales'

Confectionery checkout ban puts retailers at risk

by Alex Yau

alex.yau@newtrade.co.uk

The livelihood of retailers and their core ranges could be at risk if proposals to ban confectionery by checkouts are approved, RN has been told.

The Health and Social Care Committee is to publish revisions to the Childhood Obesity Plan, first launched in 2016, in the coming months. It will recommend the government bans confectionery displayed by tills and aisle ends. A ban on multibuy discounts is also advised.

However, Ken Singh, of Mill Hill Stores in Pontefract, told RN he is fearful. "I'm against this because it risks the livelihood of small retailers.

"Confectionery makes up half of my overall sales. I run an 800sq ft newsagent and I'll need to put more time and investment into rearranging my layout."

Eddie Poole, of SuperValu Dromore in County Down, added: "I wouldn't want this to happen as confectionery makes up a large amount of my sales. I saw a 15% uplift in confectionery sales since adding a 10m

bay near my till."

Dee Bee Wholesale sales director Kevin Kirkbride said smaller stores would be hit worst. "A store up to 800sq ft is limited in size already and having to relocate confectionery from the till would create more time and size constraints.

"Their range would have to reduce, or they may have to sacrifice another category to accommodate. We would need to spend more time altering the planograms offered to the retailers working with us."

Meanwhile, Association of Convenience Stores'

chief executive, James Lowman, confirmed he would be submitting concerns about the proposals to the government, namely the effect that it would have on smaller retailers.

Figures from the government suggest the UK has the highest concentration of snacks, which includes confectionery, at till points in comparison to seven other developed countries. The category was found at 70% of supermarket tills. Additional figures from Mintel valued the UK's confectionery market at £1.7bn last year.

Food and grocery to grow by £28.2bn

The UK food and grocery market is predicted to grow by £28.2bn by 2023, according to forecasts from food and grocery research organisation IGD.

The research predicts the sector will see a 14.8% increase in value over the next five years, with the convenience channel experiencing a stronger growth trend in 2019, as 25% of all c-store shoppers and 42% of 18-24-year-olds already buy food to go via convenience.

IGD's Simon Wainwright said: "Having grown up in the era of 'new convenience', offering wider ranges, longer opening hours and supermarket quality, younger generations will be key to driving growth, but have high expectations that need to be met."

Retailer's sales and footfall boosted after hosting Premier League trophy in-store

A retailer in East Sussex boosted his daily footfall and sales after hosting this year's Premier League football trophy in his shop. Neil Sheppard, manager of Jempson's Rye, had the trophy displayed in-store on 26 May. Mr Sheppard had been given the opportunity to host the silverware, which was awarded to Manchester City in May, after winning a purchasing promotion with Nisa. Jempson's business manager, Dominic Plomer-Roberts, said: "We saw a significant increase in sales and footfall on the day. It generated interest through social media promotion and we saw customers who would not normally have visited the shop."



PayPoint's automatic downloads

Nisa retailers using PayPoint One EPOS Pro can now get prices, product descriptions and shelf-edge labels downloaded to their systems automatically.

The feature, made available at the end of May, will also automatically place orders for the store owners, while giving them the latest promotional pricing. PayPoint commercial director Lewis Alcraft said the system will continue to receive improvements over the next few months from retailer feedback.

"We're delighted Nisa affiliated retailers can now benefit from receiving automatic downloads direct to their system, freeing up their time so they can concentrate on running their business," he added.

Doubts over pornographic pass plans

A retailer has cast doubts over government plans to introduce the sale of pornographic passes into convenience stores as a way of protecting under-18s from viewing harmful content online.

Under the proposals, internet service providers will be forced to block access to online pornography

unless a 16-digit code can be provided. The code can be purchased at any participating retailer once proof of age is provided with a driving licence or passport.

The Department for Digital, Culture, Media & Sport (DCMS) had been set to launch the scheme in April, but this has been delayed to the end of the year to allow

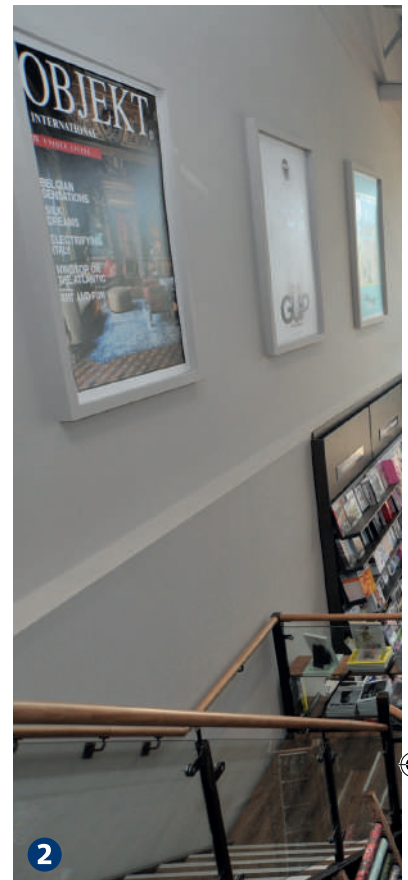
for more consultation. But, a spokesman said DCMS expects age verification would be enforceable by the end of this year.

However, Sarj Patel, of Pasture Lane Stores in Loughborough, told RN retailers offering the service could gain a negative reputation. "I doubt it would work because nobody wants

the awkwardness of asking for access to porn at a shop.

"Retailers would be reluctant because they'd gain a negative reputation if customers found out they were selling something associated to porn. I would not see much demand for it, as I stopped selling pornographic magazines a few years ago."

STORE LOOKBOOK



Heaven is a place on Earth

Two publishing industry veterans have created Magazine Heaven – a one-stop shop with more than 2,000 titles run the way they think all magazine stores should be run. **Marcello Perricone** reports on Rushden's new destination store

After magazine distributor Comag closed last year, two veterans of the publishing industry with more than 40 years' experience between them decided to open a shop in Northamptonshire.

Full of ideas, the father-stepdaughter duo of Bill Palmer and Eloise Cappoci created Magazine Heaven – a magazine store run the way they think such stores should be run.

"The aim here was to create a one-stop shop for magazines, so we allow every magazine to have its chance on a shelf," Bill tells RN. "We currently offer more than 2,000 different titles and we plan on having around 3,000 very soon."

It opened a mere two months ago, but the store has already proved immensely popular with shoppers from more than 60 miles away. "People come from far beyond London to shop in our store, and we've got several loyal customers already," says Eloise. "Word of mouth has started to spread and this has definitely helped to drive footfall."

Magazine Heaven is the only independent store in Rushden Lakes Shopping Centre, and unlike stores such as M&S or House of Fraser, it does not have access to big-budget technology such as electronic footfall counters. But, according to Bill, the store sees "thousands" of customers

both days of the weekend, and 50% of people who enter it buy something.

The store has also become a destination, thanks in part to its upstairs café. "People come a long way to spend a whole day in the shopping centre and we don't just offer magazines – we offer food and a place to relax," says Eloise. "Male shoppers also prefer to stay here and buy something, rather than get dragged through clothing stores."

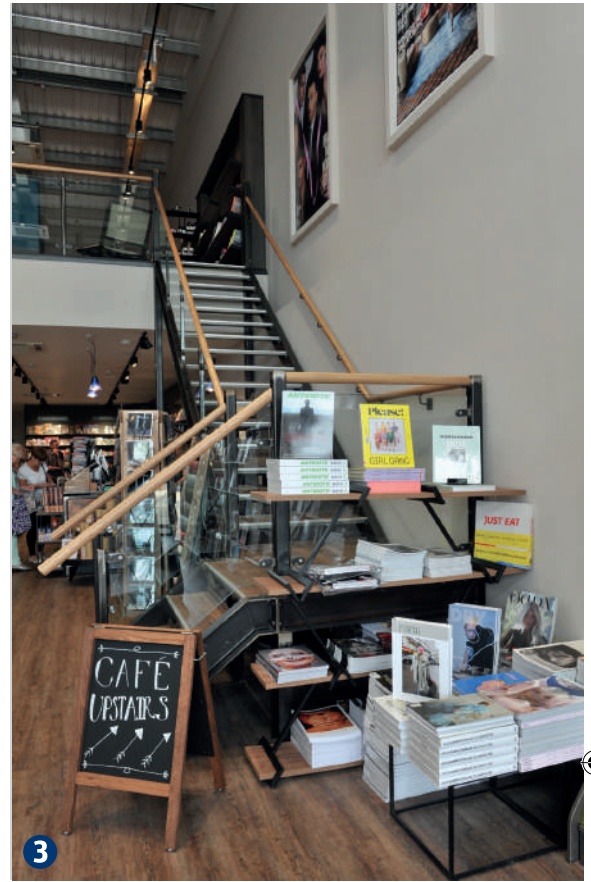
The café has other benefits. For example, the travel magazine section has been placed in clear view of its seating area. "Shoppers can see the magazines, so impulse and casual purchases are a lot higher than normal," Bill says.

All magazines are displayed with their own bespoke fixtures, without overlap or overcrowding. This enables potential customers to see which publications are available and discover new titles that may pique their interest, and the extra exposure particularly helps with pricier titles.

"We didn't want to put premium titles such as Apollo or ArtReview in the back of the store, as WHSmith does. We want to pull people in, which means no women's magazines or TV weeklies in the front – we don't want people to think we're just like a supermarket," he says.

This unique approach is visible throughout the store, with big posters of magazines covers on the wall and two

“ We’ve got staff with interests in specific areas such as graphic novels. They are experts in their fields and can advise customers ” **BILL PALMER**



STORE TOUR

- 1 The trained staff are encouraged to read the magazines and become experts, in order to provide better service to customers
- 2 A big, uncluttered space aims to make the experience of magazine shopping attractive and relaxing
- 3 A mezzanine upstairs houses the café and travel magazines section
- 4 Bill and his stepdaughter Eloise have over 40 years of combined experience in the publishing sector

INFORMATION

Location
Rushden Lakes Shopping Centre,
Rushden, Northamptonshire
NN10 6AP

Size
2,700sq ft (mezzanine 800sq ft)

Staff
17

Average basket
Over £10

STORE LOOKBOOK



5

LCD screens near the entrance flashing promotions at passersby. Bill wants this space to function as an advertising opportunity for publishers to invest in the store.

"Publishers who don't advertise with us are completely missing the boat. They have to engage with consumers. All those people browsing the shelves? They're buying," Bill says. "Publishers can't talk directly to customers, but independent retailers can."

As well as digital screens, Eloise and Bill rely on their team to help boost sales. "We've got staff with interests in specific areas such as graphic novels. They are experts in their fields and can advise customers," Eloise adds. "Our specialist titles sell better than the mainstream ones."

To keep up with younger shoppers who they believe are slowly returning to the market, the duo plan to add touchscreen monitors to the store and eventually open in new locations, if possible.

"We describe ourselves as Waterstones meets Apple, so we want to have a modern techy feel to the place that is also comfortable and inviting," says Bill. "We want to be the best magazine shop in the UK and I think we've done it." ●



Want to see more of Bill and Eloise's store? Go to betterretailing.com/magazine-heaven



6

STORE TOUR

5 Graphic novels have sold extremely well with their audience, prompting Bill and Eloise to double the range of available titles

6 The café gives customers a place to relax, and may be used to host events in the future

Premier

WINS BIG

Shopper's Favourite Symbol Retailer

Shopper's Favourite Community Retailer

Shopper's Favourite Convenience Retailer

WINNER



Thank you for helping us

SYMBOL NEWS

Fix drone safety problems

Safety concerns must be addressed before drone-use can become widespread across wholesale and retail, RN has been told.

PwC says drones will add £7.7bn to the sector's value by 2030, make data collection more efficient and give employees greater freedom to focus on 'high value' tasks.

Imran Choudhary, technology director at analyst GfK, added: "Drones will speed up scanning and delivery. They will also reduce the time needed and risk associated with selecting products when they are stacked high up."

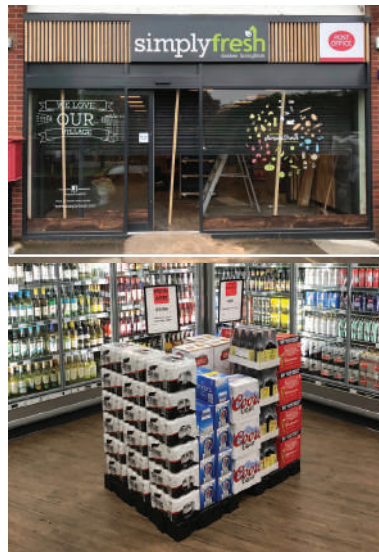
However, Federation of Wholesale Distributors communications director David Visick said: "Safety, security and privacy issues must be resolved before wholesalers benefit."

Holyrood to consult on MUP

The Scottish government is to consult on minimum unit pricing (MUP) to examine whether wholesalers selling alcohol to other businesses must follow the legislation.

A letter from MSP Shona Robison to MSP Lewis Macdonald said: "The Scottish Government is aware of an issue related to how MUP operates in respect of trade sales by wholesalers. Wholesalers selling to trade only are not required to hold a premises licence, so MUP does not apply." However, a campaign has made the government reconsider and a consultation will be launched shortly.

MUP was introduced in May, making it illegal to sell alcohol for less than 50p per unit.



Chaz Chahal opens his fourth store

Multi-site retailer Chaz Chahal has opened his fourth store in Worcestershire. The 1,400sq ft Simply Fresh shop in the village of Drakes Broughton began trading on 28 May following a two-week refit. A Spar had previously occupied the site and the store adds to Mr Chahal's existing estate of two Costcutters and another Simply Fresh store across the Midlands. Mr Chahal told RN: "The new shop will have a focus on fresh groceries with a bit of food to go. It's different compared to my other Simply Fresh in that it has a lot of residential rather than passing trade."

Aim to increase to 100 stores in 2018 'Our focus is very much on delivered wholesale'

Dee Bee plans to expand Today's using delivery

by Alex Yau

alex.yau@newtrade.co.uk

Dee Bee Wholesale is to use delivered wholesale to increase the number of Today's stores in which it invests from 84 to 100 by the end of this year.

The delivered wholesale operation of the Grimsby-based company, which was one of the Today's Group's first wholesale members, currently contributes 80% of its overall business.

Group managing director Nick Ramsden claimed the company has no major competition in the

Humberstone area with the service.

He told RN: "We're confident we can increase the number of stores under the Today's fascia around the Humberstone area to 100 and delivered wholesale is one way we'll do this."

"We're the only wholesaler in the area that delivers to retailers as extensively in the Grimsby area as we do. Cash and carry is still important for us as there are customers using our two depots, but there's more demand in delivered and we're aiming to increase our reach to the

north-east of England over the next two years."

The delivered wholesale business currently serves 1,000 businesses, 300 of which are independent retailers.

Mr Ramsden's comments come as United Wholesale Grocers expanded outside of Scotland for the first time this month after taking over Blakemore's Gateshead depot, one of 12 put up for sale in April.

However, Mr Ramsden said Dee Bee Wholesale would not be making any similar decisions.

"Our focus is very much on delivered wholesale and it doesn't make sense to buy any other warehouses. We want to focus on Hull and Grimsby, and our existing warehouses are sufficient."

Mr Ramsden added Dee Bee Wholesale's size provides another attraction to potential retailers. "There's a lot of consolidation in the market, which means bigger companies have more processes to go through. We're more nimble and this allows us to assist our retailers at a much quicker pace."

B&M plans to double stores in the south-east

Discount retail chain B&M is to expand further into the south-east of England as it plans to grow store numbers from 576 to 950 over the next few years.

The planned growth will be supported by a £110m investment in a 1,000,000sq ft distribution centre in Bedford over the

next 18 months. It will be accompanied by an expansion of the Heron Foods chain, which B&M acquired in 2017, from 250 to 280 stores. B&M declined to reveal exact details on completion dates and targeted expansion areas.

However, wholesale expert David Gilroy told RN

independent retailers in the region would not have to worry. "It is another retailer expanding its presence, but it operates on a discount model and not as much on convenience as independent retailers."

"The two business models are different and I doubt independent

retailers would need to worry about B&M taking away customers."

B&M chief executive Simon Arora added: "This new facility will provide additional support for B&M and Heron Foods as we build up our own network from our heartland in the north of England."

NEWS & MAGS

Federation calls for more evidence of late deliveries 'You lose sales and customers'

NFRN reveals newsagents' crippling supply issues

by **Marcello Perricone**
marcello.perricone@newtrade.co.uk

More reports of newsagents suffering severe supply issues have surfaced, following a call last week by the NFRN to collect evidence of 'exceedingly late deliveries' delayed by an hour or more.

Jas Chatha, of Chatha's News and Off-Licence in Bradford, told RN that since the start of May, his supplies have arrived on time on only a couple of days. "Menzies deliveries have been constantly late

- around two hours late most days and about an hour and a half on other days. Your regulars go elsewhere if it happens for a few days, so you lose sales and customers. There's no point for them coming in if there are no papers."

Sam Bashir, from Woodseat's News in Sheffield, also has persistent issues with late supplies. She said: "Newspapers should arrive at 5.30am, but have been as late as 7:30am, and on more than one occasion we had to go up to Menzies ourselves. It costs

us between £80 and a £100 a day on lost sales, and we have to return a huge amount of unsold copies."

Mrs Bashir said that since complaints were featured in RN, deliveries had started arriving on time.

"Late deliveries have a huge impact on revenue and customer loyalty and cause retailers to lose the bulk of their morning newspaper sales," NFRN's news operation manager Peter Williamson said.

According to analysis carried out by the federation, 80% of all late deliv-

eries would be on time if newspapers arrived at the wholesaler 15 minutes earlier.

Speaking to RN, a Menzies representative said: "We're sorry to hear of late deliveries, as we fully understand the impact these can have on customers' business. Our local teams are getting to the root of the complaints and will contact customers directly as quickly as possible."

Retailers with evidence of excessively late deliveries should contact NFRN Connect on 0800 121 6376.

Sun Selfie football & footfall

Retailers can attract footfall by taking part in The Sun's Celebration Selfie promotion.

Readers can visit local stores and take a selfie in front of copies or fixtures of The Sun. The newspaper will choose the six best goal-scoring celebrations and the selfie-takers will each receive £1,000.

"It is too early for figures in terms of sales lifts, but the promotion has been rolled out to 6,000 retailers," a News UK spokesperson told RN.

"It is in selected indies and One Stop stores, but any store that wants to participate can contact us via the News Retail Plus website."

The competition runs until 15 July.

Final Look tells readers to buy former rivals

The final edition of Time Inc UK's fashion magazine Look has urged readers to buy rival titles, to avoid further decline in the sector. The publication dedicated a page to highlighting competitors such as Cosmopolitan, Stylist and Marie Claire, describing their unique selling points and encouraging readers to support them. "Ladies, if you have a top read, go out and buy it. Otherwise, the closure of our beloved brands will continue," the page said.



A guide to Aberdeen Society

DC Thomson is launching Society, a new lifestyle magazine focused on Aberdeenshire.

The magazine will celebrate Aberdeen and the surrounding area by informing readers of various events and activities taking place in the region. It will include fashion advice, restaurant guides and features to promote north-eastern retailers.

The publication will be distributed every Friday with copies of the Evening Express, the highest selling evening title in Scotland, with a circulation of 22,736.

In a statement, Society's editor Samantha Leckie said: "Both Aberdeen and Aberdeenshire are fantastic places to live, work and socialise - and we want to highlight that."

Iliffe adds Advertiser to its portfolio

Regional publisher Iliffe Media has bought the 164-year-old Nottinghamshire newspaper the Newark Advertiser, adding to its portfolio of newspapers which spans the entire Midlands.

In a statement by Iliffe Media, chief executive Edward Iliffe said: "Iliffe

Media, with its long heritage as an independent, family-run media business, is committed to a long-term investment in local newspaper publishing, across all platforms."

The Newark Advertiser was launched in 1854 and owned by independent publisher Advertiser Me-

dia Group. Figures from the Independent Press Standards Organisation show the Advertiser has a circulation of 11,000 copies.

A staff member from Newark's Costcutter Lincoln Road told RN, "The Newark Advertiser sells well in our area."

Iliffe Media publishes the Cambridge Independent and last year acquired 13 titles from Johnston Press, including the Suffolk Free Press, Newmarket Journal and the Lincolnshire Free Press. It also acquired Kentish Gazette publisher KM Media Group.

PRODUCT TRENDS

Cashews show real growth

Retailers must tap into the growing demand for cashew nuts in sharing and single bags, with sales of the nut growing by 7.6% year on year.

This is according to Andy Riddle, sales director at KP Snacks, who said 30% of shoppers are now looking for alternative snacks, with 28% of shoppers interested in high-protein products.

"Our new KP Sweet Chilli Cashews aims to tap into the trend," he said.

Justin Taylor, of Spar Winford in Bristol, said he stocks Spar's own-label nuts range.

"We merchandise nuts close to alcohol and I find people tend to pick up bags of cashews as a healthier lunchtime alternative to crisps," he said.

Alcohol multipack PoS boost

A retailer has increased his alcohol sales by 12% in the past month, after highlighting multipacks of beer and cider using in-store theatre and bold displays.

Harry Patel, of Kwik-save in Warlingham, Surrey, said he has used PoS provided by Heineken and Costcutter for his alcohol display, which has resulted in an increase in sales of multipacks.

"With the football season in full swing, it is important that retailers display what they have clearly and boldly," he said. "This has led to an increase in sales of multipacks of Corona and Strongbow Dark Fruits. Despite us getting a smaller profit margin, the multipacks sell much quicker."



Shoppers 'looking for novelty' from ice cream

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

Ice cream sales in the convenience channel have grown by 5% year on year, thanks to increasing demand for single and sharing tubs that offer novelty flavours and varieties, such as added protein.

Phil Shaw, head of sales at Mars Chocolate Drinks and Treats, said tubs represent 38% of ice cream sales in the independent channel as more people look for treats to enjoy at home.

Damien Kennedy, founder of protein ice cream brand Wheyhey, said sales of its individual tubs, flavours of which include Salted Caramel and Chocolate, grew by 10% last year, reflecting the demand for ice cream tubs marketed towards people looking for added benefits.

"As summer approaches, consumers will be actively looking for ice creams in single tub formats as an impulse purchase. Within tubs, individual ice creams

are driving the growth, at 78% year on year, as more shoppers look for portion-sized indulgent desserts," he said.

Alongside protein ice creams, sales of novelty-flavours based on desserts are also growing.

Christina Dunn, business leader at Ben & Jerry's UK and Ireland, said: "We've seen increasing innovation when it comes to birthday cakes, and boundaries have been pushed from traditional designs. Ben & Jerry's

Birthday Cake ice cream responds to this."

Alex Murray, of Portsoy Ice Cream in Aberdeenshire, said he has noticed a 50% increase in sales of salted caramel-flavoured ice-cream tubs in the past year.

"Shoppers are moving away from traditional flavours and are keener to try something new, in our parlour and when buying tubs. I'd advise any retailer to invest in salted caramel in particular this summer," he said.

Shoppers' taste for red wine expands

Shoppers are drinking more varieties of red wine, with three new types making their debut in the category's retail top 25 bestsellers, exclusive RN data has revealed.

RN's new What to Stock data shows Secretary Bird Merlot, Hardys Stamp Shiraz Cabernet Sauvignon

and Yellow Tail Merlot taking second, 22nd and 24th places respectively, with their average weekly sales per retail stockist being £21.49.

Furthermore, Yellow Tail Shiraz, which was ranked 19th in 2017, climbed 11 places. Selling at an average price of

£7.12 a bottle, its average weekly sales per retail stockist amount to £20.74.

Joe Williams, of The Village Shop in Banbury, said he has noticed a 5% increase in sales of red wine in the past six months and sells three cases per week of Hardys Shiraz variants on average.

"A lot more people are experimenting with red wines compared to last year and they are leaning toward bottles priced between £10 and £12. Our Villa Maria Pinot Noir, priced £12, sells particularly well and we go through three or four cases per week," he said.

BRAND SNAPSHOT



Oasis' Togetherness

CCEP's Togetherness campaign for Oasis concentrates on the Summer Fruits flavour, which has a 'double-ended' bottle for the adverts.



A taste of Havana

Pernod Ricard's new look for its Havana Club Añejo Especial variant reflects Cuban culture and focuses on the quality of the drink.



Perrier gets juicy

Nestlé Waters's new Perrier & Juice is low in calories, has no preservatives and is naturally flavoured with fruit juices.



The big, friendly cakes

Premier Foods has launched a limited edition Roald Dahl-themed range, with four Mr Kipling cake variants now available.



50p off Zero

Lucozade Ribena Suntory is giving away 50p vouchers for Lucozade Energy and Lucozade Zero, as part of its Energy Beats Everything campaign.



KP's sweet additions

KP Snacks is adding KP Sweet Chilli Cashews and KP Sharing Nuts Mixes to its KP Nuts portfolio, with an RRP of £3.20.



Rings of desire

KP Snacks' Hula Hoops Flavarings come in two variants, Tangy Cheese and Salt & Vinegar. RRP for 90g packs is £1.50, 55g packs are priced at £1.



An epic competition

Shoppers can win entry to festivals for themselves and five friends as part of Strongbow's on-pack promotion, Make an Epic Festival Entrance.



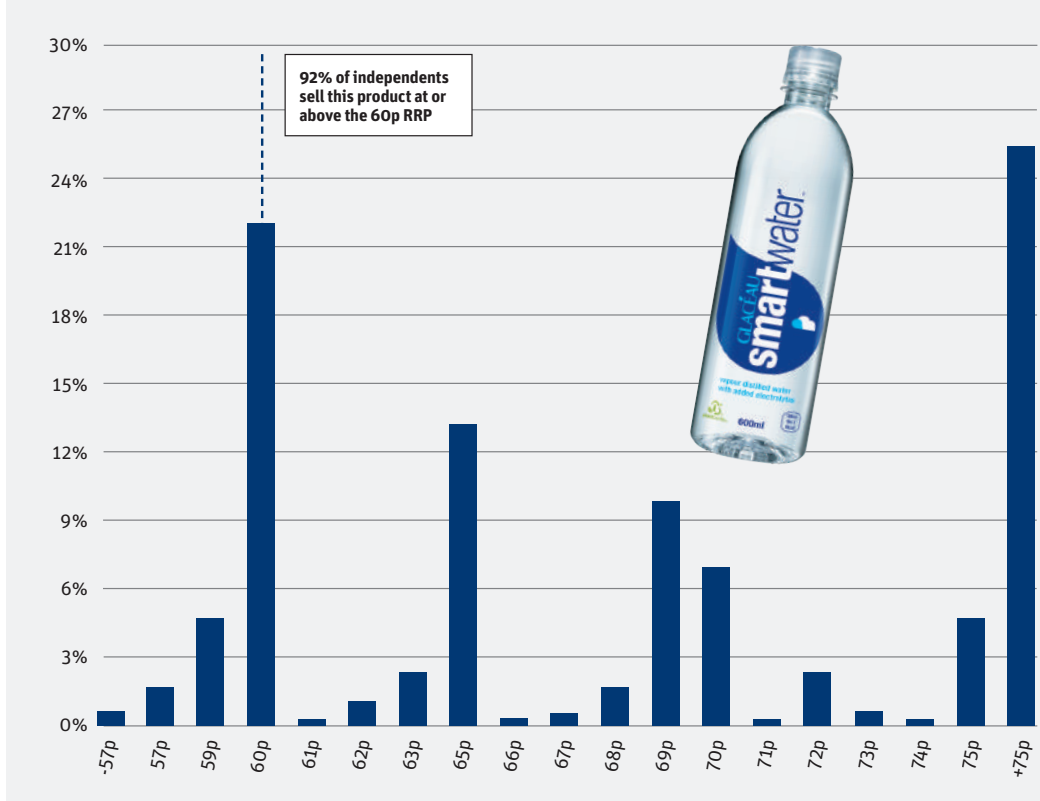
Calm for commuters

CCEP's Calm the Commute advert for Fuze Tea will include unexpected surprises for London commuters featuring actor Joanna Lumley.

PRICEWATCH

Profit checker Bottled water

GLACEAU SMARTWATER 600ML Price distribution %



Analysis

Bottled water sales unsurprisingly see a major uplift in the warmer months and this week's Profit Checker graph indicates many retailers are setting their prices to take advantage of this.

Nearly 70% of retailers chose to price above RRP on a 600ml bottle of Glaceau Smartwater, with the 65p option being popular with 13% of store owners. The trend was reflected in the wider market, as 11 out of 12

products in the Price Checker table were priced above RRP on average.

The key to encouraging sales, according to the four retailers RN interviewed this week, is having regular promotions.

Price checker

PRODUCT

Volvic Mineral Water
1.5l

Volvic Mineral Water Sports Cap
1l

Highland Spring Mineral Water Sports Cap
750ml

Glaceau Smartwater
600ml

Volvic Mineral Water
500ml

Volvic Touch of Fruit Strawberry
500ml

Volvic Touch of Fruit Strawberry
1.5l

Highland Spring Mineral Water
1.5l

Evian Still Water Sports Cap
750ml

Ice Valley Still Water
500ml

Evian Mineral Water
1.5l

Evian Mineral Water
500ml

How we drive our profit

Bob Sykes

STORE Denmore Premier Food & Wine Stores

LOCATION Rhyl, Denbighshire

SIZE 1,000sq ft

TYPE seaside

TOP TIP

Promotions are a key way to encourage sales of water, whether you're in a tourist hotspot or not



We normally have 'two for £1' promotions on our bottled water and this gives us margins of 44%. Our bestseller is definitely 600ml Glaceau Smartwater and we position it by the shop entrance to encourage more impulse purchases. We're based near the seaside, which means many of our customers are on holiday. They don't pay much attention to the price and will normally pick up a bottle straight away. We have two other competitors nearby, but customers don't really favour one store over the other when it comes to buying water.

Mital Morar

STORE Ancoats General Store

LOCATION Manchester

SIZE 3,000sq ft

TYPE city centre

TOP TIP

Always have chilled water available, especially in warmer weather



We stock a range of well-known brands of bottled waters, including Glaceau Smartwater and Volvic. We add 5p to the RRP as the margins aren't as good as they used to be and we need to make the most of the products. The average margin we make is up to 30%. Sales are quite good because we have a large range of customers, which includes office workers, students, residents and the occasional tourist. Bottled water is a popular impulse product and we normally stick it in a chiller so customers can drink it straight away.

Alex Yau
 alex.yau@newtrade.co.uk
 020 7689 3358
 @AlexYau_RN

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 VILLAGE STORE IN SOUTH WALES	RETAILER 2 VILLAGE POST OFFICE AND C-STORE IN HAMPSHIRE	RETAILER 3 NEIGHBOURHOOD SHOP IN SUFFOLK VILLAGE	RETAILER 4 HIGH STREET OFF-LICENCE IN SUSSEX SEASIDE TOWN	RETAILER 5 LOCAL SHOP IN RESIDENTIAL AREA OF BLACKPOOL	RETAILER 6 HIGH STREET STORE IN CITY OF LONDON
£1.10	99p	£1.29	£1.19	£1.00	£1.12	99p	£1.10
£1.00	95p	£1.00	99p	95p	£1.25	95p	£1.00
95p	93p	-	-	95p	-	-	-
70p	60p	60p	70p	80p	94p	60p	69p
65p	89p	-	60p	-	65p	65p	69p
92p	89p	£1.00	79p	89p	£1.15	89p	99p
£1.39	£1.35	£1.50	£1.39	£1.35	£1.00	£1.35	£1.39
£1.03	85p	£1.00	£1.19	£1.00	£1.25	85p	-
£1.05	99p	£1.00	99p	99p	£1.45	99p	£1.09
56p	50p	39p	-	50p	-	-	-
£1.20	£1.02	£1.39	£1.19	£1.20	£1.50	£1.00	£1.29
71p	69p	-	60p	69p	-	69p	69p

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Harj Dhasee

Nisa The Village Store, Mickleton, Gloucestershire



The Craft Drinks Co. (Six bottles for £6.50)



Where did you discover it?

The owner, Richard, popped into the store. We got chatting and now his products are one of the best-sellers in my range. The knowledge we've built over the years really helps to encourage sales because we can describe where the ales come from and how they're made.

Who buys it?

We don't get much passing trade, but local customers have grown quite familiar with the products over the years. It isn't just ale enthusiasts, either - more casual drinkers buy them because craft alcohol has been growing in popularity. We also stock spir-its, which increases the potential customer base even further.

Why is it so successful?

There are so many promotions and we make customers aware of them by having bespoke displays that also explain the brand's history. Customers are more likely to buy premium alcohol if it's on offer and our profit margin on the drinks is normally around 20%.

Martin Ward

STORE Cowpen Lane News
LOCATION Billingham, County Durham
SIZE 420sq ft
TYPE neighbourhood

TOP TIP
 Display your bottled water at eye-level to increase the likelihood of customers buying it



There are a lot of workmen in the area, which makes bottled water a fast-selling product on a daily basis in my store. The bottles are purchased by nearby residents as well. We normally charge RRP because volume sales are really good. Products such as Volvic and Glaceau Smartwater are some of the most popular, especially in the sports cap format, because customers want a drink straight away. We always keep the bottles in a chiller because customers tend to gravitate more towards cold water.

Rav Garcha

STORE Nisa Hockley
LOCATION Birmingham
SIZE 2,000sq ft
TYPE suburban

TOP TIP
 Always block your water in sub-categories or price to make the category less confusing for customers



I normally charge above RRP on Glaceau Smartwater because the format is bigger than some of the other products on display, such as the smaller bottles of Volvic. It stands out more and customers are more likely to purchase it as a result. I've also seen sales of products such as Lucozade Fitwater and flavoured products grow, as well. The category is quite varied now and there'll always be a product for any type of customer, whether they just want a drink or are into fitness and want a product with certain ingredients.

YOUR NEWS

Bumper soft fruit crop due

Retailers are making soft fruit displays their top priority, with a bumper crop of strawberries expected to hit the UK this summer.

Paul Matthews, the owner of Bradley's Supermarkets, in Quorn, Leicestershire, told RN that he varies the location of soft fruits in-store depending on the weather. Meanwhile, Spar Llanrwst store manager Richard Griffiths places his outside the front of the store.

"We sell thousands of strawberries, and from February to March, we sell approximately 30 punnets per day," he said.

In-store promotion also remains a key selling point for retailers. Mr Matthews said: "Saturday is a big selling day for us, so we would usually put our strawberries on a social media promotion."

Kellogg's does Love Island deal

A new Love Island on-pack promotion means retailers should get a sales boost on Kellogg's products.

The company has teamed with the highly-anticipated ITV show for the promotion on its best-selling products Kellogg's Corn Flakes and Kellogg's Crunchy Nut.

The partnership will allow Kellogg's and retailers to tap into shoppers who wouldn't expect to see a Love Island promo in the cereal category.

Bobby Sood, the owner of Premier Falcon Convenience Store in Portsmouth, told RN the promotion would do well in his store. He said: "On-pack promotions bring a lot of customers in and we see a lot of deals as a result."



Newsagents celebrate 40th anniversary with mayor and customers

Loyal customers, Meg Hillier MP and the mayor of Hackney joined Ranjan and Sid Patel to celebrate the 40th anniversary of their traditional CTN in east London last week. "We couldn't have survived without our customers, but 40 years have flown by and we're still here," said Mrs Patel. Mayor Philip Glanville (left) added: "Hackney is built on family businesses – people who have been here in good times and bad, who have invested in the community – and that's who newsagents like Ranjan and Sid represent."

West Midlands store owners put issue on APCC's agenda 'Good links were made'

Retailers meet police to raise store crime profile

by Megan Humphrey

megan.humphrey@newtrade.co.uk

Retailers from the West Midlands met with the Association of Police and Crime Commissioners (APCC) after it was revealed the area is facing some of the highest levels of retail crime.

Local representatives of the Association of Convenience Stores (ACS) Rav Garcha and Paul Cheema met commissioner David Jamieson in Birmingham, following a recent survey by the APCC that found the West Midlands had the most lodged crime reports.

Mr Garcha, who runs stores in Birmingham, Walsall, Shrewsbury, Broadway and Sutton Coldfield, told RN: "We were invited to raise the profile of retail crime and prove that these incidents aren't just a number and instead need to be put on the APCC's agenda. We asked the commissioner to invest in retail crime."

Gun and drug crime were the two top priorities during the meeting, with at least half of all associated crimes such as theft and shoplifting being related to drugs, Mr Jamieson said.

Last Christmas, both retailers experienced incidents involving gun crime. Mr Garcha urged that "it needs to be taken more seriously". In response, Mr Jamieson insisted that removing guns from the streets is a top priority for West Midlands police.

"Last year, we held a weapon-surrender, which saw hundreds of weapons taken off the street. The police are working to ensure that weapons aren't being used," he said.

Although it was only an introductory meeting, Mr Garcha was left excited about progress,

emphasising "good links were made".

ACS chief executive, James Lowman said, "The ACS will continue to help retailers make their case locally."

Going forward, the APCC plans to use its West Midlands Business Crime Partnership, set up last year, to bring together businesses and the police to share information and look at how they can best respond to crime.

The 2018 ACS Crime Report revealed crime against convenience stores costs the sector £193m and £3,873 per store nationally.

Visa chaos hits c-stores without ATMs

Retailers with in-store ATMs were less affected than others by an outage affecting Visa Europe last Friday that caused widespread payment chaos across the UK.

Problems started to occur at around 2.30pm with chip and pin transactions not being authorised. In many instances,

retailers were left having to deal with disgruntled customers head on, after receiving no information from the financial company itself.

Ravi Raveendran, from Colombo Food & Wine in Hounslow, London, lost a whole day of business as a result. "We were baffled by why some cards

worked and others didn't – Visa told us nothing," he said. "We were forced to rely on our own text forum to get answers."

"Our regular customer relationships were affected. Customer payments were unauthorised and a lot of them became abusive. We experienced losses and for a small

shopkeeper, this is very damaging."

However, Visa's outage caused less of a problem for retailers who had in-store ATM machines.

"Our customers could draw out cash to make their purchases," explained Ash Patel from Gerhold Fine Food & News in London.

INDUSTRY PROFILE

Got Capital

Sourcing finance can be a challenge for businesses of any size. Got Capital's managing director Alex Afek explains why his company's model stands out from the crowd

RN What are the current trends in business financing? Are banks still wary of providing finance to many small businesses?

AA Raising working capital is important in any business growth plan. Since the banking crisis of 2008 and new rules being imposed, raising finance has become more difficult and more of a hassle.

RN What makes Got Capital a different kind of financing option?

AA Unlike banks or other finance companies, Got Capital requires no personal guarantee or collateral – the funding is sales-based and approvals are based on an overall business performance review, rather than a credit score or assurance assets.

Got Capital offers 'royalty investments'. The royalty is an agreed percentage of the business's gross sales. In exchange for Got Capital's investment, the specific royalty percentage is directed out of the business revenue back to Got Capital until the agreed payback is fulfilled.

RN What are some of the typical uses for the finance Got Capital makes available?

AA Got Capital does not limit the use of the funds – they can be used for any business purpose – but some of the typical uses include helping with low cash flow or an unexpected expense, expanding the business, and seizing unexpected opportunities.

RN Can you provide an example of a great business you have worked with?

AA A newsagent contacted us after several banks and funding companies denied him finance. He had only just started his business and

had a 'below average' credit score. After speaking with him and looking at his sales to date, we saw an opportunity to invest in a passionate business owner and we approved a £10,000 investment that was funded on the same day.

RN What effect did this investment have?

AA He has since grown his business into a small empire. After recognising an opportunity in vaping, he purchased a nearby shop that was going out of business and turned it into a successful vape store.

His sales grew from £15,000 a month to close to £180,000 each month, and he now has a credit line of £150,000 with us.

RN In contrast, are you finding that many retailers are struggling with rising overheads and need short-term financing?

AA Another retailer we've worked with, established for more than 20 years in his community, had a worse



“
His sales grew to close to £180,000 each month

winter than expected and when he was hit by the increased taxes on tobacco products, he urgently needed £5,000 to continue to operate.

RN How do you work with these businesses directly to ensure they remain viable?

AA We believe that a long-term personal relationship is a key factor in any business's success.

Driven by a genuine commitment to each of our clients, we match every customer with an experienced account manager.

RN What is the typical length of repayment?

AA A popular misconception about royalties is that the repayments never stop. They do – as soon as the agreed payback amount is fully paid or if the business has ceased to trade.

The length of an account is typically six to nine months but it varies, simply because our responsible approach in approving an investment amount and a flexible payment schedule corresponds to the business's overall performance and specific needs, to the benefit of its success and growth.

** Company CV **

Company Got Capital
Managing director Alex Afek
Profile The company provides finance to retailers and other businesses with repayments taken as an agreed percentage of future turnover.

Latest news Got Capital has helped businesses nationwide, including independent convenience stores and newsagents, particularly as bad weather hit some stores' winter sales.



**

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YOUR VIEWS

YOUR LETTERS

■ MPs can make things happen – talk to them

Last week, Labour MP for Brentford and Isleworth Ruth Cadbury visited my store after RN helped bring my issue of retail crime to her attention. Ruth listened to my concerns about crime in the area and we spoke about ways this could be addressed.

I suggested that when crime takes place, the police should come and collect the CCTV footage, but she said the police don't have the resources or the time, which I understand, especially with how many budget cuts they are facing.

However, she said she would bring this up next time she was in parliament and use my situation as an example. She also called my local Labour councillor, Pritam Grewal, while in-store and asked if I could attend the next safer neighbourhood meeting.

While Ruth was there, I also gave her a copy of the NFRN's annual report, which has a section dedicated to retail crime. Hopefully, she can use the information on there to get a better idea of the amount of crime retailers face every day.



I am even thinking about stopping delivering newspapers altogether
Kamal Sharma

I'm happy that she took the time to meet with me and I encourage other retailers to talk with their MPs, because they have the power to enact change.

Ravi Raveendran
Colombo Food & Wine
Hounslow, London

■ The government is our last hope with Smiths News

I completely agree with the views of NFRN president Linda Sood, published in last week's issue of RN, about Smiths News' poor service.

I have complained on several occasions about its service. In the past few weeks, we have faced numerous problems regarding missing papers, delays in voucher credit, unreasonable claim recharges and short supplies, to name just a few. As a result, I have now stopped delivering papers if they are late or on reruns. I am even thinking about stopping delivering newspapers altogether. I have already halved my newspaper and magazine display size due to all these problems.

This loss is not only my loss, but also a loss for publishers and wholesalers. A few months ago, I was told by Smiths News that my supplies will be double-

checked before delivery, but it never happened.

I spoke to the Press Distribution Forum as well, but their guidelines are overwhelmingly in favour of newspaper wholesalers. Their compensation guidelines don't consider newsagents' losses due to late deliveries of papers.

My only hope now is that the government or publishers can do something to save this dying industry. There should be some automatic penalty system if Smiths News doesn't improve its service.

Kamal Sharma
Maryvale News & Wine
Birmingham

In response, The Press Distribution Forum said: "The Press Distribution Charter is a set of minimum service standards and best practices developed through dialogue between publishers, wholesalers and retailers. It does not provide compensation guidelines or make recommendations on such. A full and thorough complaints process is detailed for retailers to follow which may result in an independent arbiter reviewing a complaint through to a judgement which can include a directive for restitution payments to be made. We cannot comment on individual matters raised that may be in process."

Smiths News had not responded to RN's request for comment at the time of going to press

YOUR SAY What keeps you coming back to your wholesaler and what more would you like?



Narendra Singh Jadeja

Londis, Waltham Forest, London
As a Londis, our primary wholesaler is Booker and I like being with them because they deliver directly to us. They also have no delivery charge, as long as you spend a minimum amount. This means I can spend more time in-store, rather than wasting time travelling back and forth to the depot. It was one of the main reasons I chose to be a Londis more than 30 years ago and it still remains a big reason for me.

Jimmy Patel

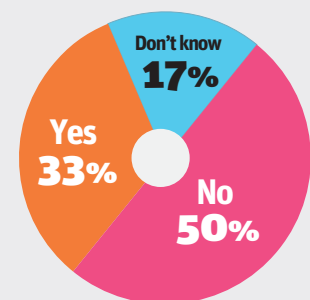
Jimmy's Store (Premier), Northampton
Booker offer me both a great service and great relationship. They are very accommodating and are always there to see me.

If I call them, they even save me items that I can collect later. I get everything I need from them. The only thing that I would like them to offer is a daily delivery service.

David Worsfold

Farrants Newsagents, Cobham, Surrey
After Palmer & Harvey went into administration I was forced to change my wholesaler. I decided to go with Costcutter, which distribute through the Co-op. I did this largely because of their great prices. I have completed my Christmas order and when I was comparing prices with other distributors, they were phenomenally cheaper. They also offer a pre-order service, which is vital for me ahead of busy periods.

RN READER POLL



Will the expansion of Scottish fascias and wholesalers in the UK create healthy competition in your area?

NEXT WEEK'S QUESTION

From which multipacks and large formats have you seen the biggest sales increase this year?



Vote now at
betterretailing.com

NATURE IS GOOD BUSINESS



Since the opening of Walthamstow Wetlands in North London last year, alongside the heatwave we experienced last weekend, we increased our sales on Sunday by £500.

The park is one of the largest nature reserves in Europe and its gates are only 10 minutes away from our store. When the weekends come, we see a dramatic

increase in footfall, with lots of people coming in for ice cream and snacks. A lot of these people are young families and because entrance to the park is free, lots of people visit.

The council predicts in the first year, 300,000 people will visit. This means great business

for us independent retailers and I hope others in the area also benefit as we have.

Narendra Singh Jadeja
Londis, Waltham Forest, London

100 YEARS AGO

8 June 1918

FP Dorizzi of the Stationers Association urges retailers to copy Germany's nationalistic policy and only buy British goods. He adds: "There were many things in which we did not want to copy the Germans."

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



Well, I certainly didn't need an alarm clock on Sunday to wake me up, because I was woken by a ferocious thunderstorm. The rain was coming down like stair rods and I thought: "Well, this doesn't bode well for newspapers."

Unfortunately, the papers were late; fortunately, that did us a favour because the storm was gone by the time they turned up. I'm not very fond of thunder and lightning, so I was quite glad they disappeared before I had to go out. The rest of the day was fine but by teatime, another storm turned up, which lasted for ages. That was really rather scary to me.

It's been the Staffordshire County Agricultural Show this week. Wednesday turned out to be rather wet, but it didn't dampen the spirits too much and Thursday was rather nice, so it was a very well-attended

show because, of course, it's the annual social gathering for all the farmers for miles around. It's always organised for a week when it's half-term, as that enables families to attend without kids having to be taken out of school.

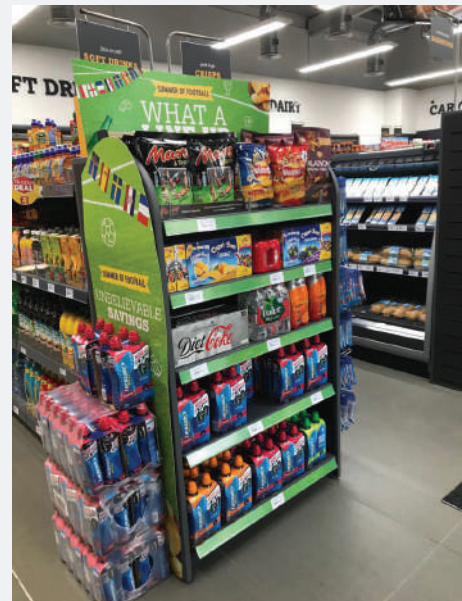
I wrote a letter to the BBC's director-general, pointing out that some idiot has ruined Simon Mayo's Radio 2 show by taking off the absolutely wonderful Matt Williams and sticking a woman on with Simon. When that show came on, it was like my own family coming in to tea - it was so cosy and homely, and no matter how down in the dumps I was feeling, when Matt started giggling, I was immediately uplifted. That's not there any more.

Political correctness is choking every aspect of the country. What people want doesn't count for anything.

I won't hold my breath for a reply to my letter.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

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



It's another weekend of football. This time it's the final of the #ChampionsLeague with @LFC taking on @realmadrid tonight. There are some great deals for customers planning on watching the big match. Love this display at #CrownServices using our #POS

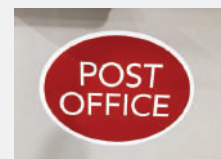
Nisa Retail
[@NisaRetail](https://twitter.com/NisaRetail)



Have a great weekend everyone. Remember, we are here for everything you need

Spar Oswaldtwistle
[@spar_ossy](https://twitter.com/spar_ossy)

Lots of people still don't know we are open with our @PostOffice. A whole host of services available and we are aiming to be open till 10pm most days as soon as possible... #shoplocal #ancoats



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

ACADEMY IN ACTION



Follow
@IAAcademy
for ideas and
inspiration

Retail Innovation

In the last part of the 12-week programme, the IAA and category partner NFRN help Cambridge retailer Abdul Arain take retail innovation in his shop to the next level



Name	Abdul Arain
Shop	Al-Amin Stores
Location	Cambridge
Size	2,500sq ft
Staff	7 full-time, 7 part-time

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



Located on a busy street near Cambridge station, Al-Amin Stores is a Tardis of hard-to-find world food ingredients. A central part of Abdul's offer is hot and cold food to go, which includes traditional falafel, onion bhajis and curries.

The shop is already a good example of retail innovation. Its food to go operation is a clear point of difference, the store has a clear vision of ethical, authentic foods and its ranging has embraced food trends such as vegan and gluten-free. Abdul has also developed an own-label range just for his store, to help it stand out.

But retail innovation is about making your store a brand, which is unique and loved by customers. To do this, you need to have a clear vision for your shop and a plan to make your customers see it, too. How can the IAA and Graeme Collins, of category partner NFRN, help Abdul improve?

Want to see more?

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



WHY I TAKE PART

“It's been really helpful to have the NFRN and IAA visit my shop. I've got some great ideas from the visit, such as marketing our ethics more clearly in-store and using social media more effectively. This visit has helped me start to think how I can do this in a meaningful way, and I am looking forward to the challenge.”



IAA ADVICE

Abdul's challenge: Recognising the opportunity

Abdul has a genuine passion for food and cooking, and a strong identity that he communicates well to his shoppers, but struggles to get this across to passers-by. How can he communicate his vision to reach a wider audience?



Graeme says: "It's clear Abdul is very knowledgeable about his products, but if shoppers don't talk to him, they might struggle to know what to do with all the ingredients. He should promote his products throughout the store, use TV screens to show videos of them and empower his staff to use social media to react quickly to the latest food trends."

Action Create and begin executing a social media plan that prioritises marketing the vision of the store.

Abdul's challenge: Understanding the potential gains

For a shop that invests so much in food to go, the opportunity of home delivery cannot be ignored. Abdul is concerned about the margin that some delivery service apps cost, though. How can he proceed?



Graeme says: "Delivery services can help retailers reach more customers while minimising the risk. You can always add on the extra margin to your prices as shoppers are usually happy to pay extra for the convenience. Trial environmentally-friendly delivery services so they tie in with the ethics of the shop and measure the results."

Action Investigate and test a delivery service app with customers and analyse the results.

Abdul's challenge: Setting targets and hitting them

Despite food to go being a unique part of his offer, the section is hidden at the back of the store. Abdul has big plans to renovate his shop and create a seating area, which he says could increase sales by up to 13%.



Graeme says: "This is a major project that Abdul is looking into and it could pay off massively. It might not start anytime soon, but Abdul still needs to begin working on the marketing around the relaunch and tell his customers about the changes. Again, social media can help and be a great way for customers to give feedback and help Abdul set realistic targets."

Action Begin collecting actionable feedback from customers about the store relaunch to create measurable and achievable targets.

PARTNER ADVICE

It's been fascinating to visit a shop where the whole set-up is a brilliant example of independent retailing. The main job is for us to work closely with Abdul to help him take the next steps and market it in a more effective way.

Graeme Collins
Head of Business Development
NFRN



YOUR ACTION PLAN

1 Walk your shop

This is designed to be used to help you think like a customer



2 Benchmark your shop

Use the checklist below, ticking all you see evidence of



Recognising the opportunity

Did you see a brilliant idea, find evidence to support it and make it your own?

Understanding the potential gains

Did you use your judgement, research it and test it with customers and/or staff?

Having a plan to achieve it

Did you write down tasks and deadlines, involve your team and suppliers and have a clear long-term vision?

Setting targets and hitting them

Did you set targets, were they specific, measurable and achievable with a deadline and did you hit or beat them?

Sharing your success

Have you told customers and staff, discussed your experience with other retailers and suppliers and shared the detail of how you achieved it with peers?

3 Pick one thing to improve

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



CREATE YOUR OWN SHOP REPORT

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

Next week: Merchandising Visit Follow-up

Three months after the first Academy in Action visit for the year took place, we catch up with the retailers that took part to find out how they benefited from the advice given.

RN INTERVIEW



Mike and his wife, Anne, have helped local residents continue to access bank services through their store

Mike Mitchelson

How do you celebrate your organisation's centenary and fit it for a strong future? Through business development events and parliamentary and industry lobbying says the NFRN's incoming national president. **Marcello Perricone** reports

In its centenary year, the NFRN is about to see a familiar face back at the helm. Charged with helping to secure the organisation's future, Mike Mitchelson is preparing to take over as its national president for a second time – one of only two figures to do so.

As a newsagent, sub-postmaster and former national president, Mr Mitchelson has decades of experience he can put into the job.

"It's quite an honour to be the president for the centenary," he tells RN. "During this year, we have to make sure the federation is in the

right position to succeed well into the future."

This sense of duty is typical – Mr Mitchelson and his wife, Anne, have been helping customers in their Cumbrian store with bank services through the Post Office since bank branches in his town have closed.

Starting with the 2018 annual conference theme, 'putting members first', Mr Mitchelson will focus on engaging and growing the NFRN's membership and relationship building within the industry and in parliament.

"The membership is the backbone of the federation and we need to

tailor how we operate to help them. The retail sector is under so much pressure, with many retailers struggling. I don't think it's ever been this tough," he says. "Members need to know the federation is there to help them when they need it."

To achieve this, Mr Mitchelson will build on work started by his predecessors – engaging with NFRN members, raising awareness of what the organisation offers and attracting younger retailers via trade events and forums.

"Young people don't want to go to branch meetings – they want to know how to develop their businesses. We need to provide events where they know they will get help with that," he says.

With many trade shows around the country having already proved popular, more events are already planned in Scotland, England, Northern Ireland and the Republic of Ireland this year.

Mr Mitchelson is also keen to make members aware of the range of services available to them, with legal advice, news management and the NFRN's new buying group some of most valuable offerings he is keen to promote.

As he works to future-proof the NFRN, Mike Mitchelson also knows that many newsagents' concerns for the future centre around the news supply chain.

With national and local newspapers and more than 500 magazines in his own store, Mr Mitchelson is all too familiar with the frustration of accessing the



Retailers have a right to feel safe in their own shops

**NFRN
2018
CONFERENCE
SPECIAL**

Interview by **Marcello Perricone**
 email marcello.perricone@newtrade.co.uk
 tel 020 7689 3350

quantity of titles needed, at the right time, and suffering cut allocation of key titles or those on promotion.

Engagement with supply chain managers, he believes, is the only way to improve services for stores.

“We have a lot of regional meetings, but we have to increase the number of news summits in London. There is a great danger of the whole network collapsing if publishers, retailers and wholesalers don't work together. Menzies is already up for sale, and we've got to make sure each sector is thought of when decisions are made.”

Key to this is a recognition by publishers of the impact that carriage charges, late deliveries and dropped margins have, he says.

“We provide the backbone of circulation through news and delivery. If independent retailers don't get their papers in time to service their customers on more than two occasions, they lose those customers. Getting newspapers to our members' shops on time and in the right quantity is very important.”

Retail crime is another focus area, and well-attended parliamentary receptions in Westminster and Scotland have already taken place this year where the issue has been raised. Mr Mitchelson is keen to extend this by working with the police.

“We're getting so many stories coming in about armed robberies, threats with knives and guns. Retailers have a right to feel safe in their own shops and we want better police response time to those members. We have evidence that, in some areas, the big multiples get a better response than independents, so we have to make sure we meet with and get through to the police constables and commissioners,” he says.

The NFRN's parliamentary work will also allow it to influence incoming legislation, Mr Mitchelson believes. The federation contributed to discussions on Scottish laws including the deposit return scheme and minimum unit pricing, for example, and early involvement in upcoming legislation UK-wide is crucial to protect members, he says.

“The main thing is getting involved as policies are being developed, because we need to make sure the concerns of independent stores are included in any decisions. Take the plastic bag levy - we've lobbied on this for two years because smaller independent stores were missed out and now we're getting them included.”

With success comes the chance



MY PITCH TO THE NEXT GENERATION

“Independent retailing can be a lonely place with many challenges, but there is no need for retailers to operate on their own.

“We have many unique services, networking events and a field force that can help retailers - whether unaffiliated or members of symbol groups. Through these, we can provide advice on store standards, development and equipment, for example, or assist with legal issues such as contracts and staffing. We also offer newspaper and magazines range management through our Newspro initiative and help retailers access better pricing via our buying group, NFRN Direct, as well as support through our NFRN Connect helpline and insurance through The Retail Mutual.

“In addition, the NFRN has become the voice of independent retailers in parliament and the industry and now acts as a lobby group working with politicians and industry representatives.

“Our aim is to help members prosper by offering practical advice and support.”

We have to increase the number of news summits in London



to celebrate and centenary plans include a national council meeting in the federation's hometown of Leicester and a gala dinner in London in February.

And through the hard work and celebrations, Mr Mitchelson is clear that running the federation successfully is a team effort - a fact true now and into the future.

“Nothing is done in isolation.

Linda has been a strong president and has worked tirelessly. There have been a lot of challenges in the trade and internally - it's been a partnership. The key now is taking the whole organisation into the next century.”

Next week

RN reports from the NFRN's annual conference

VEHICLES

Vehicles lie at the heart of so many great independent businesses. Here, Olivia Gagan talks to two retailers and an insurance expert about some of the key things to keep in mind when purchasing a van or car

Keep your business moving

Quite simply, businesses which can offer deliveries can reach their stock and their customers at times when others can't," says Les Gilbert of Somerset-based Chard Newsagent.

His 140-house daily delivery round

relies on vehicles, which makes the two vans he uses as integral as any other part of his business. Here, he explains - along with the help of experts from retailing and insurance - how businesses can make the most of the commercial vehicles they use every day.



For some retailers, vans can be as important as any other part of their business



Vans assist both newsagents and convenience stores to carry out deliveries



Fuel is such a big cost for any business. I wouldn't rule out smart cars or vans which run on cheaper fuels or electricity

What kind of vehicle do you need?

Les Gilbert delivers newspapers to 140 properties every day from his store, Chard Newsagent, in the town of Chard, Somerset. He has two vans which he uses exclusively for the business - a Renault Kangoo and a Citroën Berlingo.

As vehicles can have a high potential upfront cost, he advises any would-be buyer to start off by thinking carefully about how to finance the purchase. "We got a lease for one of the vans, and I'm not sure I'd do that again," he admits. "A lease which allows you to own the vehicle after a certain time span would have meant slightly higher monthly payments, but might have worked out cheaper in the long run."

Fuel efficiency is another factor to consider. "In fact, my biggest tip would be to look at the fuel efficiency of each vehicle you're looking at," he advises. "Fuel is such a big cost for any business. I wouldn't rule out smart cars or vans which run on cheaper fuels or electricity."

Les says his vans were a boon during the long winter and snowstorms, allowing him to honour his customers' orders. To ensure he is even more prepared, he is considering a 4x4-style vehicle when he next upgrades. "During the bad weather, there were several times I'd have paid good money for the use of a 4x4," he says.

Are you insured?

Gerry Donnachie is head of underwriting at AXA Business Insurance. He says retailers should make a list of everyone who will be using the vehicle, and what for, before getting a quote. "Will it be purely for professional use? Will you have any younger employees driving, who could ramp up the cost of your quote? Think about where you can most safely park your van, as this can affect the price. Make sure you jot down any modifications that have been made – a classic one for retailers is refrigeration. These are all things to consider before going online or approaching a broker," he says.

When it comes to commercial vehicle insurance, there are more detailed things to think about than when insuring a private vehicle – Gerry says the contents of the van are typically not included in standard commercial vehicle cover, for instance. For that, you need to ask for 'goods in transit' cover, he says. He also points out that if you have employees using the vehicle, you will also need employers' liability insurance and public liability insurance.

If you are using a price comparison website, he advises "looking up quotes for both basic third-party and comprehensive cover, as the price differential can be slimmer than you would think".



Like many store owners, Martin Ward, pictured, has put his vehicle at work marketing his business



We offered shopping deliveries in our 4x4 to elderly customers

Will you make the most of your buy?

Adam Vincent, store manager of Dike & Son in the rural area of Stalbridge, Dorset, told RN his sales were boosted during the terrible weather in March by using their 4x4 delivery vehicle and their stock inventory to create a strategy before Storm Emma hit. "We started planning as soon as we heard the weather reports," he says. "We offered shopping deliveries in our 4x4 to elderly customers who couldn't get out of their homes. Just thinking about the logistics of vehicle deliveries helped with sales – we spoke to our suppliers to double

our frozen food orders and had our milk supplies arrive a day early, too, before the snow began."

Being rural means vehicles can be indispensable to retailers, Adam says. It was the savvy use of their vehicles that paid the most dividends once the snow arrived. "It's one of the benefits of being an independent retailer that we're able to use the vans we have to react to bad weather quickly. We're in one of Dorset's smallest towns, but during the snow we had new customers we'd never seen before."

LATEST DEVELOPMENTS IN THE MARKET



Vauxhall Vivaro

Vauxhall promises "great traction and low fuel consumption" from its Vivaro van, which can carry up to 1.2 tonnes. The model also features a rear-view camera, a GPS screen and free TomTom services. It is available on lease deals and for purchase.



Ford Transit Courier

Ford says the latest iteration of its longstanding Transit van features a 1l three-cylinder Ford EcoBoost petrol engine. According to the company, this provides the power you would expect from a conventional 1.6l engine, while delivering around 24% better fuel economy and 25% lower CO₂ emissions.



Nissan NV300

Marketed towards urban businesses, Nissan says the NV300 "is a capable, roomy and reliable workhorse. Offering a large load space in a highly manoeuvrable medium-size footprint, it is practical for city streets and easy to drive on motorways."



Volkswagen Crafter

The Crafter comes with a wide range of payloads on offer, from 735kg to 1,454kg. There is a choice of three vehicle lengths and three vehicle heights. Up to 14 lashing rings are recessed into the floor, to securely stow your stock.



Mercedes-Benz Sprinter

Three wheelbases, three loading space heights, four body lengths and three roof variants make up the Mercedes-Benz Sprinter panel van, according to the manufacturer. An update to the Sprinter range is due soon – so it may be worth holding out for news of updates to this popular model. ●

THIS WEEK IN MAGAZINES



Launch of the week

GET ON BOARD THIS NEW PREMIUM ONE SHOT

Printed on high-quality paper, Key Publishing's fifth volume of its London Bus bookazine features photographs and articles about the world's most famous double-deckers

PREMIUM MAGAZINES are very popular right now, largely because their quality paper and content fetch a higher price, as well as higher margins. Key Publishing is aware of that allure and taps into it with its comprehensive line of bookazines.

London Bus Volume 5 is the latest in a series of one-shot titles about the world's most famous double-deckers and focuses on the 1954 investment that replaced nearly all pre-1947 London Transport buses with a standardised fleet.

The bookazine includes high-quality photographs and articles, so can be marketed to transport and history aficionados.



LONDON BUS
On sale out now
Frequency one shot
Price £6.99
Distributor Seymour
Display with Buses,
Trucking

My week in magazines



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

GOOD CUSTOMER SERVICE IS WHAT ALL THE BEST HAVE

Last week, we reported that for the ninth year running, Which?'s consumer survey has named WHSmith as one of the two worst high-street retailers in the UK. This year's result is hardly a surprise, but it does drive home that one of the most important parts of retail is customer service.

I speak with newsagents every week and one characteristic the best of them always have is customer service. Friendly shopkeepers go from being simply local retailers to become true beacons of the community, and develop relationships that can last for decades.

I was impressed when visiting stores where retailers not only chatted with customers, but also knew what they wanted and made the physical store a comfortable place to be. It is always worth thinking about how good your customer service is and identifying which areas can be improved to offer your customers the best experience.

While the range and relevance of titles stocked is extremely important, more often than not it is good service that endears visitors and turns them from one-time shoppers into repeat customers.

Opportunity: Tour de France
The Tour de France is still a month away, but interest is already building to record levels. Highlight any relevant magazines, such as the special Tour edition of Cycling Weekly and the Official Tour de France magazine, to capitalise on the event.

THIS WEEK IN MAGAZINES WE WANT YOUR INSPIRATIONAL IDEAS!

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



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



Call 020 7689 3350

THIS WEEK IN MAGAZINES

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



NATIONAL GEOGRAPHIC

- This famous magazine contains articles and photographs about science, geography, history and world culture, all in a thick glossy format.
- This month's issue is focused on plastic and all the ways its disposal is harming the environment, alongside a competition for a National Geographic Expeditions cruise to the Galápagos Islands worth more than £25,000.



On sale out now
Frequency monthly
Price £5.99
Distributor Seymour
Display with Condé Nast Traveller, Geographical



CLASSIC & SPORTS CAR

- This automotive magazine has preview events, car comparisons and features about cars both old and new.
- July's issue marks 50 years since the passing of British F1 champion Jim Clark by driving back to his Scottish home in his very own Lotus Elan.



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



TEEN BREATHE

- This wellbeing magazine features artistic covers and articles aimed at giving teenagers a happier and healthier life.
- This issue includes diverse subjects such as dancing, gratitude, food tips and the dangers of vlogging, alongside free cut-out cards to make a vision board.



On sale out now
Frequency bi-monthly
Price £3.99
Distributor Seymour
Display with Breathe, Take a Break, Yours



DIVE

- This diving magazine is focused on scuba diving, and features photographs and writing printed on art paper.
- The summer issue includes articles about diving in the Galápagos, Lake Huron and the Seychelles, alongside a competition for a £5,000 diving trip to the Philippines.



On sale out now
Frequency quarterly
Price £4.99
Distributor Intermedia
Display with Diver



PRACTICAL PHOTOGRAPHY

- This specialist magazine includes tutorials for taking wildlife pictures, camera reviews and advice on how to properly control sharpness.
- The July issue comes with Luminar software worth £64 and shooting tips cards.



On sale out now
Frequency monthly
Price £5.49
Distributor Frontline
Display with Amateur Photographer, Digital Camera Magazine



Bestsellers Motorcycles

Title	On sale date	In stock
1 Motorcycle News (MCN)	13/06	<input type="checkbox"/>
2 Speedway Star	16/06	<input type="checkbox"/>
3 TMX	14/06	<input type="checkbox"/>
4 Classic Bike	23/05	<input type="checkbox"/>
5 Classic Motorcycle Mechanics	16/05	<input type="checkbox"/>
6 Practical Sportsbikes	13/06	<input type="checkbox"/>
7 Back Street Heroes	07/06	<input type="checkbox"/>
8 Classic Bike Guide	30/05	<input type="checkbox"/>
9 Bike	23/05	<input type="checkbox"/>
10 The Classic MotorCycle	01/06	<input type="checkbox"/>
11 RiDE	13/06	<input type="checkbox"/>
12 Scootering	24/05	<input type="checkbox"/>
13 100% Biker	31/05	<input type="checkbox"/>
14 Performance Bikes	30/05	<input type="checkbox"/>
15 Motorcycle Sport & Leisure	08/06	<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

On Sale Now!

BRAND NEW!

Starter Pack: £2.99 rrp Sticker Packet: 60p rrp

www.paninigroup.com

THIS WEEK IN MAGAZINES



NATIONAL GEOGRAPHIC TRAVELLER

- This 180-page double issue is full of photographs, travel experiences and insights from award-winning travel writers.
- This issue lists the best cities for music lovers in the US, along with a tourist-based look at Oman, Canada, Spain, Serbia and India.



On sale out now
Frequency 10 per year
Price £4.60
Distributor Intermedia
Display with Sunday Times Travel, Wanderlust, Condé Nast Traveller



GIRL

- This girls magazine is aimed at pre-teens, and features party tips, fashion styles and a list of suggestions on what books to read.
- The July issue includes cover-mounted lipshine, bracelets and temporary tattoos.



On sale out now
Frequency monthly
Price £3.50
Distributor Marketforce
Display with Girl Talk, Go Girl



WORLD OF CRUISING

- This tourism-focused magazine was first published in 1998, covering everything from ocean and river cruises to adventure cruises.
- This issue includes reviews, previews and insider chats about the season's cruises across the Mediterranean.



On sale out now
Frequency 10 per year
Price £4.95
Distributor Intermedia
Display with Sunday Times Travel, Cruise International



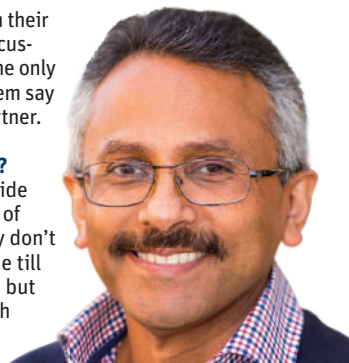
SPECIALIST CHOICE HITESH PATEL, GAY'S NEWSAGENTS, HERTFORD WORLD SOCCER

Who buys it?

Mainly older people, in their 40s or so. Most of the customers are men, and the only women who do buy them say they do so for their partner.

How do you display it?

In the window, alongside the World Cup edition of FourFourTwo. I usually don't display anything on the till to keep it uncluttered, but I put special titles such as these there, too.



On sale out now
Frequency monthly
Price £5.50
Distributor Marketforce

Expert advice Maria Pieri

Editorial director, National Geographic Traveller (UK)



National Geographic is an iconic brand, and living up to it has been a challenge and an inspiration. When launching National Geographic Traveller in 2011, applying the power of the brand helped us make certain decisions and choices for the magazine's direction and find a niche in a crowded playing field. The result has been steady growth and respect for the title and what it does.

Our ethos is to combine compelling, reader-friendly storytelling, often in long-form, with 'you are there' photography, focusing on people and culture to create that all-important sense of place.

With a 10-month frequency - doubling up with Jan/Feb and July/August - the magazine goes out with a series of special guides focusing on destinations such as South America, and themes including Trips of a Lifetime, Winter Sports and Family.

From the September edition onwards, the magazine will also include National Geographic Traveller Food as part of the package - a quarterly 132-page magazine devoted to the culinary journey. The new title looks in detail at how food can both inspire and elevate travel, and explores the way in which food lovers are able to use their passion to really get under the skin of a destination and its culture.

Our strategy

Who buys your titles?

Curious travellers, young or old.

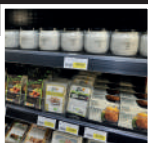
How should your titles be promoted in-store?

Ideally full facing at the front of the shelf, within the holiday sector.

How are you investing in independents?

By closely working with our distributor to ensure copies are made available in existing and new independent stores, especially around our key seasonal issue. We are also making sure our key issues are promoted with excellent supplements and covermounts to further drive sales and impulse purchases.

COMING UP IN NEXT WEEK'S RN



With demand always increasing, do you know how to successfully manage a free-from foods range?

Plus, ensure you meet the needs of all your health-conscious customers with our guide to healthier lifestyles

RN

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

Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	14	60	8.99
British Steam Railways	14	50	1.99
Build the Jaguar	64	100	8.99
Build Your Own R2-D2	74	100	8.99
Cake Decorating	13	90	3.99
Classic Dinky Toys Collection	13	60	11.99
Enhancing Your Mind, Body, Spirit	74	120	3.99
Magiki Cuddle Buddies	9	30	3.99
My Animal Farm	65	80	5.99
Jazz at 33 and Third RPM	63	70	14.99
Star Wars Helmet Coll'n	64	80	9.99
Zippo Collection	72	100	19.99
Eagle Moss			
DC Comics Graphic Novel	74	100	9.99
Game of Thrones	54	60	9.99
My Little Pony			
Colouring Adventures	66	80	4.50
Star Trek Ships	126	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	21	80	9.99
Art of Cross Stitch	75	90	2.99
Art of Quilting	126	150	3.99
Art Therapy	168	180	2.99
Assassins Creed: The Official Collection	35	80	9.99
Big & Little Crochet	8	72	4.99
Classic Routemaster	20	130	8.99
Doctor Who Complete History	73	80	9.99
Draw The Marvel Way	64	100	4.99
Judge Dredd Mega Collection	89	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	57	60	10.99
Marvel Figures	11	84	11.99

Collectables

Title	Starter	Cards
Panini		
Cars 3 sticker collection	2.99	0.60
Fantastic Beasts and Where to Find Them Sticker Collection	2.99	0.50
FIFA 365 Trading Cards	4.99	1.00
Football 2017 collection	2.99	0.50
Guardians of the Galaxy volume 2	2.99	0.50
Invizimals Trading Cards	3.99	1.00
Marvel Avengers: Infinity War Sticker Collection	2.99	0.60
2018 FIFA World Cup Russia Adrenalyn XL Trading Card Game	5.99	1.50
2018 FIFA World Cup Russia Official Sticker Collection	3.99	0.80
UEFA Women's Euro 2017 Stickers	2.99	0.60
Beauty & the Beast Sticker Collection	2.99	0.50
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	80p 16.05p	21.4%
Mirror (Scotland)	80p 17.12p	21.4%
Daily Record	75p 16.05p	21.4%
Daily Star	40p 7.26p	22.5%
Daily Mail	65p 14.5p	22.31%
Express	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	£1.10 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	2-3 June				
Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert	
Sunday Times	1,705g	540g	180g	5	120g
Mail on Sunday	1,260g	390g	145g	4	45g
Telegraph	1,065g	195g	75g	6	30g
Times	895g	395g	0g	0	0g
Sunday Telegraph	710g	195g	0g	0	0g
Sunday Express	655g	165g	35g	1	35g
Observer	630g	130g	0g	0	0g
Sun on Sunday	575g	165g	85g	2	45g

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	*	*	*	*	*

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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Chantry News, Ipswich

Leasehold £250,000

- Total sales Y/E 05/04/17 £1,305,450
- 2 separate 3 bed maisonette accommodation

T: 01473 256 588
1418178



Clayton Mini Market, Bradford

Leasehold £85,000

- Retail sales c. £9,000 PW
- Same owners for over 12 years

T: 0113 389 2700
5416827

Best One, Barry

Freehold £230,000

- Prominent location in residential area
- Income to Y/E 31/3/2017 £247,878

T: 02920 023 123
4710020



Weybridge News, Weybridge

Leasehold £100,000

- Annual sales £425,915 ended 30 June 2016
- Commissions received c.£9,000pa

T: 0203 846 0615
2411564



The Bridge Shop, Winchester, Hampshire

Leasehold £95,000

- Turnover for Y/E 30/09/16: £498,000
- Adjusted net profit: £77,578

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