

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 15.06.2018



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Shaping the future
of independent retail
since 1889



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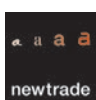
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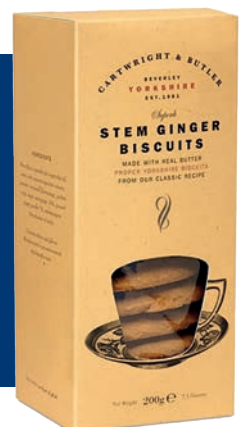
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Editor

Chris Rolfe

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According to publishers at the NFRN's annual conference this week, retailers have several reasons to feel positive about the future of print titles.

TI Media's Marcus Rich said the market is transitioning, as advertisers and readers increasingly lose faith in the reliability of digital media. Specialist sectors, such as mindfulness, colouring and country magazines, are growing, he added, as readers invest in titles related to hobbies and leisure. This growth was only possible, he admitted, because of great retailers around the UK.

Meanwhile, the team behind HND initiative Deliver My Newspaper called on retailers to sign up to the scheme, as they unveiled new PoS and retailer incentives – investments made because publishers believe in the value and profit potential of printed news and HND.

It is great to hear publishers publicly declaring their faith in print, and it is a riposte to those in the industry who wrongly refer to news and magazines as a 'legacy category'. Yet, after the presentations, several retailers made an inescapable point – if news sellers are to benefit, investment must be coupled with supply chain improvements that ensure retailers get the magazines they need, when they need them.

Just as there is widespread investment in the distribution of fresh and chilled, there must be a major, long-overdue investment in the way print products reach stores. Retailers are more likely to have a positive attitude to print – and take advantage of publishers' investments – if the obstacles to selling it are removed.

BREAKING NEWS

Appeals from 2010 unresolved

More than 133,000 businesses in the UK are still waiting for an appeal for their business rates valuation from 2010 to be resolved, the Local Government Association (LGA) has revealed.

The LGA, who are an organisation who work with councils to support local government, said councils have been “forced” to divert £2.5bn away from local services over the past five years to cover the risk of business rate appeals.

Joe Williams, of The Village Shop in Banbury, applied for a reduction this year, as well as last.

“We did it through the council online and, after a month, we received a revaluation. However, we were lucky we got it so quickly. I honestly think it depends when you apply for it – we applied when the bills were being issued,” he said.

Underage tobacco scheme

Japan Tobacco International (JTI) has unveiled a programme to help crack down on the sale of tobacco products to under-18s.

The Youth Access Prevention scheme, targeted towards underperforming areas across the UK will identify retailers who may be at risk of selling illegal tobacco and offer them free training, provided by former Trading Standards officers.

Terry Caton, from Londis in Chesterfield, told RN he believes it is a good initiative for those who may need additional support. “For a new retailer it’s good for them to have support and guidance from a trade partner if they need it,” he said.

NBCC presentation at NFRN conference: Response to be based on level of threat, not value

Police assure indies of retail crime commitment

by **Neville Rhodes**
RNreporter@newtrade.co.uk

Independent retailers received a firm assurance from a senior police officer this week that the force is committed to promoting a police response to business crime based on the level of threat or harm to individuals, and not the value of goods involved.

The assurance came from Georgie Barnard, a Metropolitan Police detective chief inspector with the National Business Crime Centre (NBCC), during a presentation on

retail crime to the NFRN annual conference.

DCI Barnard said every police force in the country was being encouraged to sign up to Op Retail guidelines for dealing with reports of retail crime. These put threat, harm and risk as the key priorities for determining the level of police response.

Responding to comments by West Midlands member Narinder Randhawa about the problems with crimes that caused disruption to the trading area, DCI Barnard

stressed the importance of preserving as much evidence as possible.

“If there is an area where there might be a fingerprint, cover it up, or if there is a mark on the floor that looks like it could have come from a trainer, put a box over it. If you can’t do that, at least take some photographs,” she said.

Muntazir Dipoti, the NFRN’s newly-elected deputy vice president, said small retailers were experiencing thefts from their shops almost daily, sometimes with threats

of violence.

“We don’t feel safe in our shops,” he said, adding that independent retailers expected the same level of response to their reports of crime as the supermarkets received.

DCI Barnard encouraged retailers to make use of free crime prevention advice available on the NBCC website, nbcc.police.uk. This includes sections on personal and premises security and good practice, cyber crime and fraud, and business crime reduction partnerships.

What to Stock stats reveal drinks trend

Sales of single, small format cans of colas and bottles of water have decreased in sales across retail, as demand for multipacks and larger formats have grown, statistics from RN’s What to Stock table has revealed.

In comparison to last year, Coca-Cola Classic 330ml fell from third to

fourth place, while Diet Coke 330ml fell from 11th to 16th in the table.

However, while sales of single formats declined, Coca-Cola Classic 330ml 10-pack made its debut as the first carbonate multipack to feature in the charts.

Meanwhile, in the water category, eight of the 12

products which climbed or entered the water category were all larger formats.

Ice Valley Still Spring Water 500ml climbed five places to 10th place, while Highland Spring Mineral Water Sports Cap 750ml went from 13th place to 11th.

Perry Pirapakran, of S&M Supermarket in

London, said sales of Coca-Cola Classic 8-pack have increased by more than 100% in the last year.

“This was more noticeable after the sugar levy, when prices of single Coke cans increased. People are also buying larger formats of water, with Highland Spring 500ml being our bestseller,” he said.

NFRN announces team leading it into centenary year at conference

The new team leading the NFRN for its centenary year was announced at this year’s NFRN conference. Mike Mitchelson (centre), who takes over as national president for the second time, having previously held the post in 1994/95, said he was confident the NFRN had the skills and expertise to take independent retailers forward; Stuart Reddish (right), who becomes vice president, pledged to “put the organisation back into members’ hands”; and North West member Muntazir Dipoti (left) was elected unopposed as deputy vice president.



Annual Lottery ticket sales grow by £26.4m to £6.9bn 'The field team has been more proactive'

Camelot grows sales but retail promotion needed

by Alex Yau

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Camelot has returned to growth after annual National Lottery ticket sales grew by £26.4m to £6.9bn, a trend reflected by some retailers reporting over 10% yearly sales uplift.

The company's financials for the year ending 31 March stated it had generated £5.3bn in retail sales over the period, with 75% of total sales coming from in-store terminals.

Camelot is also currently investing £20m in improving merchandising and support for its 45,000 retailers.

However, the figures also show retail sales were down £100m year on year from £5.4bn. This year's overall sales were also flat compared to the previous year, boosted by an annual increase in online sales from £1.5bn to £1.6bn.

Samantha Coldbeck, of Wharfedale Premier in Hull, told RN her National Lottery sales in May alone had increased year-on-year by £1,500.

She said: "The investment Camelot has made in its field team and store standards programme has benefitted our sales. Of the £1,500 increase, £1,200 came from scratchcards."

Aman Uppal, of One Stop Mount Nod in Coventry, reported his sales had increased by 10% year on year. "The focus on store standards has helped. The field team has been more proactive," he said.

Meanwhile, Vince Malone, of Premier Tenby Stores in Pembrokeshire, said improvements could still be made. "My annual sales increased 30%, but this was because my staff were promoting the products themselves. I've seen only one Camelot rep once in the past year."

Mr Uppal added: "The mobile apps have drawn customers away and I'd like

more advertising encouraging in-store purchases."

Camelot national sales manager Greg Deacon told the NFRN conference in Torquay: "We've seen record digital sales and a high number of Rollover sales. We are doing more to promote these at retail."

In the nine months since the launch of the company's Stock, Site, Sell initiative, 40,000 retailer visits have taken place, 11,744 retailers have joined the scheme and retailers have scored an average 6.9 out of 10 for their store standards, with 40.5% scoring eight, nine or 10, Mr Deacon reported.

Data key to in-store success

A new report suggests customer-specific data could help retailers improve their in-store experience.

Business analyst SAS reported that 93% of consumer-facing businesses do not have the analytical capability to predict individual customers' needs, while only 16% are prioritising customer experience over internal product and sales targets.

However, Rick Sandhu, of Beer Bellies Off Licence in Widnes, Cheshire, told RN: "It's difficult, because if you aren't hitting targets, you can't pay the bills, but you also need happy customers.

"Every area is different so having national data wouldn't be useful, but having access to regional data would be helpful."

Nisa's three-week World Gin Day celebration

Nisa is offering retailers a range of premium gins at competitive prices until 17 June, as part of a three-week celebration of 9 June's World Gin Day. More than 50 products are included, with some being packed with free gin glasses. Harj Dhasee, from Gloucestershire's Mickleton Stores, told RN: "Our gin takings in one week were up by 175% due to World Gin Day deals, with sales mainly driven by the free glasses and the display."



Heathrow worries for retailers

Retailers near Heathrow Airport are concerned about their livelihoods, following the government's approval of a third runway.

Rahul Patel, of Budgens of Colnbrook in Slough, told RN: "There's a lot of uncertainty and I could lose my livelihood if nearby residents are forced to move from the area."

Farouk Chaffar, of Sovereign Food & Wine, in Sipson, added: "Residents have been gradually moving out since the expansion was first announced and I'm uncertain about the future."

A final vote in July will determine the £14bn expansion's outcome. Homes in nearby areas of Harmondsworth, Sipson and Longford could be affected.

Report unfair suppliers, NFRN told

Independent retailers who are being treated unfairly by a supplier should tell the Small Business Commission, delegates to the NFRN annual conference have been told.

Paul Uppal, the former MP who heads the new body, said it had been set up to tackle the inequity

between small businesses and some of the powerful companies they deal with.

"We're there to bat for small businesses. Our service is free, and you can speak to us anonymously, if necessary," he said.

Asked by Wales NFRN member Dev Aswani about the commission's

authority, Mr Uppal said it had no powers to levy fines, but intended to 'name and shame' companies that treated small businesses unfairly.

Paul Gardner, owner of Budgens of Islington, London, welcomed the initiative. "We have no choice if our supplier starts

messing us about. They are the least helpful people to speak to," he said.

However, Kay Patel, owner of five Best-one stores in London, said the body would need to prove its worth. "I'll take it with a pinch of salt until other retailers say the process is easy," he said.

STORE LOOKBOOK



Following family footsteps

Having grown up working in his parents' convenience store, the retail life wasn't Raj Chadhhadia's first choice. More than a decade on, however, he and his brother, Nilesh, went back to the family trade. He tells **Olivia Gagan** all about running his own store

Retail is in the blood for Raj Chadhhadia: he spent his teenage years working on the shop floor of his parents' newsagent in Luton. While he then went on to pursue business interests outside the world of convenience retail, 11 years ago he decided to set up a shop of his own with his brother, Nilesh.

They opted for a store in Bedford which had been owned and run by the same family for decades. "It was an old-fashioned, tired-looking store, with old shelving and lighting," he says. "It needed a complete re-fit, so we started from scratch, overhauling the stock and remodelling the layout."

Their first step was to revamp the product range. The store is located near a retail park, and his customers are often employees there, looking to pick up meals on their lunch break or on their way home. A new product range was designed to meet the demands of these shoppers. "When we bought the store, the choice of products was dated. They were largely dry, ambient goods and a lot of it was aimed at children. What customers want now is chilled, fresh food, so we trebled the amount of refrigerated space we have in the store by installing floor-to-ceiling chilled cabinets."

Soft drinks and alcohol form a major part of the store's turnover, he says, and offering these items cold is integral to sales. "Before

we refitted, most alcohol and cans of soft drinks weren't refrigerated. We've created a much larger allocation for chilled alcohol and doubled our chilled soft drinks space."

Raj has never wanted to blindly follow retail trends, however. "We tried food to go in the store, but it didn't work for us. We realised that we're quite close to a bakery, and it didn't improve our sales." One successful move, however, was changing from an unaffiliated to a Nisa Local fascia store. "We've found it helps to have a brand image behind you," he says.

Raj says embracing technology is also key to the success of the store. Last year, his store was a pilot for the PayPoint One EPOS Pro system, which allows the store's EPOS system to be managed remotely via a mobile app.

"We were working on a 25-year-old EPOS system, so it was high time to upgrade and modernise. I have other businesses, I travel and I'm not always in the shop, so it has made it easy for me to log in on-the-go and see what's happening - what's selling and what's not, and making sure our stock levels are adequate."

Raj has also installed media screens in-store. "We went with a company which manages it all for us - they provide the screens and create our own in-store advertising for us. The company also displays brand advertisements on the screens, and

“The most important thing is to control your costs – lighting, wastage, shrinkage. If you don’t control your costs, you’re not going to make money” **RAJ CHADHDHIA**



STORE TOUR

- 1 With a large community of Italian, Polish and Romanian immigrants in the area, Raj and Nilesh have developed a strong international range
- 2 The store lies in a residential area, 10 minutes’ walk from a large Tesco superstore
- 3 Great service and getting to know locals personally is key to the store’s strategy
- 4 Media screens show a mix of brand messages and the store’s own deals and news

INFORMATION

Location
Bedford

Size
2,000sq ft

Average basket
£5.25

Key categories
Alcohol, chilled and frozen food

Weekly turnover
£15,000 to £20,000



STORE LOOKBOOK



the trade-off is that we get to advertise our own in-store offers free of charge.”

Looking ahead, Raj says a challenge will be the face-off between traditional convenience stores and the multiples’ increasing convenience offerings. “It is harder than when we started. It’s a lot more competitive now the multiples have come into convenience. Retailers like us have to know their area, and find a way to differentiate ourselves from whatever is around us.

“We have to contend with a Tesco superstore about 10 minutes’ walk from us. We try and offer something a store of that scale can’t, by making the effort to know our customers by name. We aim to fit in with their lifestyles – there’s a gym close by, for instance, so we now offer a strong range of protein-based products, high-protein chocolate bars and energy drinks.”

Key to being able to provide this level of customer service is consistent, regular staff training, Raj says. “Nisa do a good training programme for staff, which we use. With our regular customers, staff will often have a suggestion or a product ready for customers before they even know they want it themselves.” ●

STORE TOUR

- 5 One of the store’s big improvements after Raj took over the business was investing in chillers meaning almost all of his alcohol is now chilled
- 6 Working with Nisa also helped develop the store’s category management in core categories such as cereals
- 7 Raj has updated his EPOS system to the PayPoint One EPOS Pro which allows him to manage this side of the business remotely



Want to see more of Raj's store? Go to betterretailing.com/nisa-bedford

SYMBOL NEWS



JW Filshill wins Family Business's Scottish Food Distribution award

Wholesaler JW Filshill has picked up the trophy for Scottish Food Distribution at this year's Family Business of the Year Awards. Organised by Family Business United, an organisation that champions family-owned businesses, the awards were held at The May Fair Hotel in London. Shortlisted wholesalers in the Food Distribution category were Dunns Food and Drinks, Nigel's Dairy and Pioneer Food Service. Commenting on the award, Filshill managing director Simon Hannah (pictured) told RN: "We are delighted to be recognised for this award. Filshill is not just a family business, but a business for families that includes our colleagues as well as our customers."

Mults probe to hear from wholesale

Parfett's has confirmed it will make a submission to the Competition and Markets Authority (CMA)'s investigation of the Sainsbury's-Asda merger, while Costcutter and Today's Group have not ruled out submitting concerns, too.

The CMA closed its preliminary invitation to comment on 4 June. However, interested parties can still submit concerns.

Parfett's chairman Steve Parfett told RN: "The takeover would create a duopoly alongside Tesco-Booker and suppliers will see their prices decimated, which will cause irreparable damage."

Costcutter and Today's Group said they had not made a submission, while Bestway, Nisa and Landmark Wholesale were unable to comment as RN went to print.

Nisa runs Father's Day promo

Nisa has launched a week-long promotional campaign to help retailers boost alcohol and confectionery sales in the run-up to Father's Day on 17 June.

The 'Make Dad's Day' campaign is now available and retailers can use it to access PoS and gondola end merchandising. Promotions include Celebrations, Toblerone and Thorntons chocolates for £3, alongside deals on Plymouth Gin and Glen Keith whisky.

Nisa's head of marketing, Philippe Rondepierre, said: "This campaign was designed to support our retailers in driving sales in the run-up to Father's Day, and we hope it helps them to have a fantastic trading period."

Plans for 100 more stores by the end of 2018 'Gold has worked out incredibly'

Parfett's goes for Gold with Go Local expansion

by Alex Yau

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AG Parfett & Sons has expanded its Gold delivered wholesale operation amid plans to increase its estate of Go Local stores from 350 to 450 by the end of this year.

The service was launched in Parfett's Sheffield depot in 2015 and extended to the wholesaler's Somercotes branch earlier this month.

Parfett's head of customer development and marketing Guy Swindell told RN a key

part of the service is the delivery of goods at wholesale prices.

"Gold has worked out incredibly since we launched it, and the end game is to attract new retailers and expand stores under our Go Local fascia from 350 to 450 by the end of this year. Extending the service to the Somercotes depot means we can now deliver to Derby and Nottingham," he said.

He added the warehouse's location next to the M1 means the company "can easily serve customers who we

wouldn't have been able to in the past. Once we have an established territory of new customers, we'll start converting them."

The expansion has increased customers using the service from 700 to 800, and has taken weekly sales to more than £400,000. Mr Swindell added the collapse of Palmer & Harvey and former Bargain Booze owner Conviviality were contributors to its recent growth.

"It is never good when a business goes under, but Bargain Booze retailers

ended up coming to us because of supply issues. They landed in our lap out of necessity and we are now adding two retailers a week. I currently have a team out on the road canvassing retailers and telling them about the promotions and prices we offer through the Gold service."

Mr Swindell's comments came as Parfett's refused to rule out the possibility of furthering growth by purchasing one of Blakemore Wholesale's depots, which were put up for sale in April.

Sarwar pledges Scottish training campaign

United Wholesale managing director Asim Sarwar has pledged to campaign more for retailers and suppliers on training and legislation in his upcoming role as Scottish Grocers Federation (SGF) president.

Mr Sarwar, who is currently acting vice-president of the SGF, will succeed Dennis Williams

in October. He told RN his main aims are to help retailers improve range and training, as well as tackle issues surrounding minimum unit pricing (MUP) and the upcoming deposit return scheme (DRS).

"I want to network with Scottish retailers who aren't SGF members. I'm passionate about raising

knowledge on legislation and on how best to retain staff. I'm also looking at an initiative to help improve their range," he said.

Mr Sarwar added that there must be more consistency around MUP and DRS. He told RN: "A problem a lot of manufacturers have with MUP is they must plan two different

factory runs for products going into Scotland and the rest of the UK.

"DRS should have been a UK-wide initiative, but I also believe in the benefit. We will be lobbying the government on both issues to ensure the costs and logistics to suppliers and retailers aren't a nightmare."

NEWS & MAGS

Sun raffle 'will drive footfall'

News UK is encouraging retailers to increase footfall by promoting The Sun's Savers Raffle.

The raffle gives readers who join The Sun Savers Club the chance to win £15,000 every month. They can also receive £5 cashback by collecting 28 Saver codes from each of The Sun's daily issues. Readers who gather 10 codes in one calendar month have a chance of winning £80,000.

The Sun's chief marketing officer, Kate Bird, told RN: "Big cash prizes are a great way to drive retail footfall and continue to grow our more than half-a-million-strong Savers programme. Retailers can continue to spread the word in-store to keep customers engaged and coming back for more."

Exhibition of print's power

A new exhibition celebrating the power of print and independent magazines has opened at London's Somerset House.

'Print! Tearing It Up' features more than 400 titles, from 1914's BLAST to 2010's Gentlewoman.

Curator Paul Gorman told RN: "The success of magazines such as Little White Lies and Delayed Gratification shows that there is a growing appetite for publications, akin to music sales's vinyl revival. While magazine sales are unlikely to scale the heights of the pre-digital age, this is the bedrock for a new era of indie publishing."

The exhibition is free and is open until 22 August.

Titles achieve triple-digit revenue growth 'They are causing us a problem with copy allocation'

Women's interest mags defy market downturn

by **Marcello Perricone**

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Women's interest magazines are one of the largest growing specialist sectors despite market decline, according to wholesaler data analysed by RN.

The figures, supplied by Seymour, show titles such as Heat & Closer bumper pack, Women's Special Series and True Life Special had triple-digit revenue growth year on year, with titles including homemade beauty product magazine Willow and Sage almost breaking the 1,000% barrier.

A Seymour representative for Willow and Sage attributed the 972% year-on-year revenue uplift to an "increased interest in the mindfulness sector", which led to the company increasing circulation by one issue a year.

Meanwhile, a Frontline spokesperson said Heat & Closer bumper pack's 155% revenue growth and 142% increase in sales year on year was due to consumer demand.

"After extensive research last year, Bauer identified that consumers wanted to be able to choose either standalone or value-pack

magazines. The bumper pack is supplied to a limited number of retailers and stores, giving consumers choice," they said

The spokesperson added there will be 50 bumper packs next year and Bauer expected sales to increase year on year for at least another year. Revenue from the Women's Special Series – branded specials of Yours Retro, Food to Love or Closer – had increased 129% year on year.

"In 2017, Bauer's updated strategy was to capitalise on strong retail listings across all channels to maximise sales under one

brand name: Women's Special Series. This was done with a regular monthly frequency and proved easier for the supply chain. It has ultimately delivered great revenue for all parties."

Les Wood, from L&J News in Urmston, Manchester, said women's weeklies were selling particularly well: "They seem to be having a bit of a resurgence, even causing us a problem with copy allocation. We've got between six and 10 different titles on display, and they sell out depending on what's on the cover."

Diamond wins NFRN newsagent award after 39 years

Eugene Diamond, from Diamond Newsagents in Ballymena, Northern Ireland, has been awarded the Newsagent of the Month award, a collaboration between the NFRN, the Daily Mail and the Mail on Sunday. Mr Diamond was nominated by other federation members, and received the award from Daily Mail representative Michael Curran in-store last week. "It was a pleasant surprise, after 39 years as an independent traditional newsagent. You've got to keep reinventing, and it's nice to be acknowledged after all this time," Mr Diamond told RN.



Independents to get Nano Stuff mag

The Nano edition of Stuff magazine will make its way to independent stores, following Haymarket's selling of the title to Kelsey Media.

The publication currently publishes a normal 'full size' edition, as well as a 'nano' version, but the lat-

ter is only available in the UK through WHSmith.

Kelsey Media chief executive Steve Wright told RN that to supply the Nano edition to independents, the publisher will increase the print run after it starts publishing issues in August.

"Any retailers stocking the compact size of Men's Health magazine would do well to take this compact version of Stuff, as we have identified a good crossover of readership," he said.

Haymarket sold several titles in March, with four titles including

FourFourTwo going to Future Publishing. Kelsey Media has a stable of niche titles, including Jaguar World and TGO – The Great Outdoors.

Wholesaler data from Seymour shows Stuff sells twice as many copies as its closest competitor T3.

YOUR NEWS

Frozen fish scales up sales

A retailer has seen a 30% increase in sales in fish following the introduction of a premium, frozen range in his store.

Peter Lamb, from Lamb's Larder in Tunbridge Wells, Kent, began selling unique frozen single-serve portions in-store, following a conversation with wholesale frozen food specialist Nortrade.

He told RN: "Customers come into our store just for the seafood restaurant experience. It comes frozen and there's no waste. We get very good feedback, and often see the same customers coming back for more."

Swordfish, mahi-mahi, marlin and barramundi are just a few of the varieties on offer. "We are planning to extend the range further," Mr Lamb added. "But we are dependent on the suppliers as not all of their varieties come in individual packs."

Tobacco voucher scam

Nottingham has been hit by a fake tobacco voucher scam, leading consumers to believe they can claim up to £5 off any Benson & Hedges product in-store.

Manufacturers Japan Tobacco International (JTI) has warned retailers to be alert and stressed the voucher is not affiliated to the company, adding that retailers should refuse the voucher and report it to Trading Standards.

Retailer Jatin Naik, from Market Place News in Mansfield, Nottingham, highlighted how he remains cautious of scams such as these. He told RN: "We were caught out by a voucher scam once before, so we remain very vigilant."



200-plus residents attend anniversary of local Post Office

More than 200 residents were invited to celebrate the 30th anniversary of Embrook Post Office in Wokingham last Saturday. Owner Sanjay Odedra has seen the community grow since he first opened on Reading Road. "It has been fantastic serving this area. I have seen people grow up who now have their own children," he said. During the event, visitors entered a raffle and indulged in free food tasting. "We are anticipating to have raised £300, with all proceeds donated to a local charity," said Mr Odedra.

Prolific criminals will be rehabilitated to reduce shop theft 'We need to do something different'

Second Chance Programme aims to reduce retail crime

by Megan Humphrey
megan.humphrey@newtrade.co.uk

A new programme to rehabilitate prolific criminals is aiming to reduce shop theft and regain retailer confidence in the criminal justice system.

The Second Chance Programme, unveiled last week by think tank the Centre for Social Justice (CSJ) and the Association of Convenience Stores (ACS), concentrates on tackling drug abuse as the root problem of retail crime.

During the Westminster reception, it was

revealed shop theft accounts for 67% of all crime in retail and wholesale, with 70% of those committing thefts being prolific drug users, according to Home Office figures.

Head of CSJ Rory Geoghegan said: "We need to do something different because everything we have tried so far is not working," adding that the programme will "stop prolific offenders cycling through the system".

The two-year-long programme involves drug treatment and supported re-entry into the community, comprising of three elements: a secure phase,

residential phase and supportive phase.

Coventry retailer Paul Cheema said: "Working in the retail world is really hard at the moment due to the impact of crimes." Furthermore, he said retailers were not getting the right response from police when a report is lodged with them.

Conservative MP Priti Patel blamed the "sloppiness" of the criminal justice system for failing to prioritise retail crime. "We have to give a voice to shopkeepers who feel the system is failing them," she said.

Through the initiative,

Police and Crime Commissioner's are now being asked to sign pledges to ensure police forces take shop theft seriously and respond to incidents when reported.

The reception also heard how, in Brighton and Hove, authorities are using Criminal Resolution Orders (CRO), whereby time is spent with offenders discussing the impact of a criminal record, before they undertake an hour of voluntary work. Manager of business crime reduction Lisa Perretta said: "I have carried out over 200, and only seen two reoffend."

NI campaign to encourage shoppers

Northern Irish retailers are preparing to welcome an influx of customers next month after the launch of a campaign encouraging shoppers to use their town centres.

The 2018 Independent's Day campaign was kicked off last week by trade association Retail NI, and

will see retailers offering a number of in-store discounts leading up to the day on 4 July.

"We know the huge contribution retailers make – not just to town centres, but the supply chain and economy as a whole," said Retail NI chief executive Glyn Roberts.

Recent research by Ireland-based analysts Perceptive Insight revealed 59% of consumers used local stores for a top-up shop up to three times a week. Retailer Eugene Diamond, from Diamonds in Ballymena, says he does his best to advertise offers. "We are support-

ive of the campaign, and hope others will be, too," he said.

Transport service Translink is also offering a range of summer discounts on bus and train tickets across the region, whilst local councils plan on enticing shoppers with parking discounts.

PRODUCT TRENDS

Healthy cereals are bestsellers

Cereals marketed as 'healthy' have grown in popularity among shoppers in the past year, exclusive RN data has revealed.

According to RN's What to Stock table, five out of the six new entrants in the top 25 chart were all 'healthy' cereals, with two of the products being oats. Last year also saw only one new hot cereal entrant.

The healthy cereals were Kellogg's Special K 500g, Quaker Oat So Simple Golden Syrup 8-pack, Quaker Oat So Simple Golden Syrup 8-pack, Kellogg's Branflakes 750g, and Kellogg's Special K Red Berries 360g.

Eric Williams, marketing manager at Quaker Oats, said: "The hot cereals category is growing at 1.2% year on year, demonstrating the nation's appetite for porridge, with growth being driven by the health credentials of oats."

World Cup premium beer boost

Ahead of this year's football World Cup, Heineken is urging retailers to offer more premium options in the beer and cider category to drive sales.

Toby Lancaster, category and shopper marketing director at Heineken, said it has launched Kronenbourg 1664 in limited edition design cans as part of its 'Pour La Victoire' campaign to celebrate the upcoming tournament.

"The new cans will help encourage more spend from those shoppers looking to trade up and who want to buy a premium alternative for the football season," he said.



Global whiskies appeal to younger consumers

by **Priyanka Jethwa**

priyanka.jethwa@newtrade.co.uk

Young shoppers now account for 10% of the UK's whisky spend, an increase of 2.5% from last year, creating a rise in demand for global whiskies that offer artisan and premium blends, suppliers and wholesalers have told RN.

Dan Bolton, managing director at Hi-Spirits, which distributes brands including Southern Comfort, said: "One reason for this is younger consumers see

American whisky, for example, as more accessible."

Faith Holland, head of category and insights at Diageo, added that the flavour of the whisky remains a key priority for this demographic all year round.

"Non-aged malts are in double digit growth, while sweeter flavours are most popular, dominating the whisky category by 61%, growing at 16% year on year," she said.

Craig Brown, retail sales director at Scottish whole-

saler JW Filshill, reported that in the past year, he has noticed a 5-10% increase in sales of whisky.

"Single malts have grown in popularity following the trend in craft gin. This has led to younger shoppers looking to brands such as Dead Man's Fingers and Crabbie Whisky because they have a 'craft' look to them," he said.

Jon Glover, spirits development specialist at alcohol wholesaler Matthew Clark, believes retailers should consider offering

Japanese whisky brand Suntory, due to a growth in its popularity.

"Looking on the other side of the price scale, Jameson Caskmates is also a must stock. It's good to have an experimental selection as this is what younger people are now attracted to," he said.

During seasonal periods, Roli Ranger of Londis Ascot, Berkshire has even noticed shoppers lean towards malt whiskies. "More people buy it for a gift," he said.

Summer drinkers want a bitter taste

Drinks lower in alcohol and bitter flavours are two of the biggest alcohol trends retailers should invest in this summer, according to Nick Williamson, marketing director at Campari UK.

"There has been a general trend toward more people opting to drink less

and this is more prevalent in summertime, when drinking occasions are often extended over hours," he said.

Furthermore, offering bitter flavours, which are found in brands including Aperol, falls in line with the trends seen in other categories.

Mr Williamson added: "People find bitter flavours more refreshing in summertime. If you look outside spirits, people are gravitating towards things such as dark chocolate. There is even a trend toward IPA beers, which are generally more bitter than regular beers."

Terry Birnie, of Corfe Castle Stores in Dorset, said more shoppers are gravitating to IPA and refreshing tonic flavours.

"We sell IPA brands from the four or five breweries in Dorset, which are very popular. Fever-Tree's Cucumber Tonic Water also sells well," he said.

BRAND SNAPSHOT



Smooth spread

Arla Foods' Lurpak Softest is a new soft-blend butter which will be supported by a TV advertising campaign, entitled 'Smoothth'.



Gin with a twist

Due to popular demand, Halewood Wines & Spirits has introduced a new flavour variant, Violet Gin, to its JJ Whitley portfolio.



Lucozade finds love

Lucozade Zero has partnered with ITV reality TV show Love Island, where the drink will be advertised alongside the programme across the summer.



Cadbury knows the score

Premier Foods has added two limited edition treats to its Cadbury Cakes line-up: Cadbury Football Cakes and Cadbury Football Gateau.



If Willy Wonka did beer

Molson Coors' new football promotion for Carling offers 100 consumers the chance to win £1,000 this summer if they find a golden can in-store.



Craft pet food is here

Sheba Craft Collection by Mars Petcare is a new premium pet food product, tapping into the demand for more gourmet options for pets.



Vimto aims to inspire

Nichols' new 'I See Vimto in You' ad campaign is aimed at 15-19-year-olds, encouraging them to be themselves among social pressures.



Have a cracking lunch

Cathedral City with Crackers & Pickle by Dairy Crest has been relaunched under a new name: Lunch Pack. It has also been given a new look.



Get adventurous with VK

Global Brands has launched a new advertising campaign for its VK brand, where consumers are encouraged to submit new flavour combinations.

WHAT'S NEW

FOCUS

Biscuits

Whether it's a gift, sharing at home, or eating on-the-go, biscuits are impulse buys all retailers can easily capitalise on



Cartwright & Butler Stem Ginger Biscuits

A play on classic biscuit flavours, Cartwright & Butler Stem Ginger Biscuits are a premium, spicy biscuit that can be ranged on a standalone fixture to increase sales in the category.

RRP £3.49

Contact infor@cartwrightandbutler.co.uk



Shortbread House of Edinburgh

Each biscuit tin contains seven biscuits, and its packaging design lends itself to a premium price point. They appeal to shoppers looking for biscuit tins to give as gifts.

RRP £4.10

Contact info@shortbreadhouse.com



Big Drop Brewing Co sour beer

Big Drop Brewing Co's new sour beer is a low-alcohol 0.5% ABV. The delicate, light summer drink is inspired by the Berliner Weisse style of beer.

RRP £2.50 (330ml)

Contact rob@bigdropbrew.com



Savsé Protein Rise smoothie

Cold-pressed juices and smoothie brand Savsé has launched Protein Rise, a cold-press breakfast protein smoothie, combining whey and quinoa with a selection of pressed fruits.

RRP £2.99 (250ml)

Contact sales@savse.co.uk



The Uncommon sparkling wine

The Uncommon is a premium English sparkling wine in a can. The inaugural release is a lightly sparkling dry white, with notes of pear and elderflower.

RRP £5 for 250ml

Contact alex@right-hand.co.uk



Munchy Seeds toasted seed mix

Tapping into the trend for salted caramel-flavoured products, Munchy Seeds' seed mix appeals to consumers looking for vegan, gluten and dairy-free snacks.

RRP 70p (25g), £2.49 (120g)

Contact trade@munchyseeds.co.uk

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 @priyanka_RN



Mini Moos Bunnycomb Bar

Mini Moos' Bunnycomb Bar is made from rice milk chocolate, with vegan honeycomb toffee. It is designed for people with milk allergies, is gluten and soya-free, and is certified vegan and organic.

RRP 85p

Contact sales@moofreechocolates.com



Great British Porridge Co instant porridges

The Great British Porridge Co's range of instant porridges are high in protein and fibre, naturally sweet, vegan, and dairy and gluten-free.

RRP £4.99 (400g)

Contact info@thegreatbritishporridgeco.co.uk

ACADEMY IN ACTION

INDEPENDENT
Achievers Academy

MARS WRIGLEY
confectionery



20%
sales uplift
since visit

Three-month follow-up:

Merchandising

In February, Sean Thacker, from category partner Mars Wrigley Confectionery, joined Wendy Knight at her shop in Gosport to look at how she can improve her merchandising. Three months on, we look at the benefits that she has achieved from the advice given

IAA ADVICE

- 1 Plan for future opportunities and the arrival of tourists in the summer
- 2 Remove slow sellers from the till and keep counter stands stocked
- 3 Walk your shop as a customer and share ideas at monthly meetings

THE RESULTS

Following Sean's visit, we have moved our reduced section from the till and decluttered the rest of the area, including our Tic Tac stand. We also found that baby food and pet food are both slow sellers for us. We have reduced our range and this has given us the space to introduce a Polish foods section. Ahead of the tourist season, we've also created a barbecue display, and our overall sales have been up 20% since the visit.

PARTNER ADVICE

Wendy has made some great changes and I am delighted she has seen such positive results. By continuing to share ideas with staff and walk round her shop like a customer, I am sure she will see further increases.

Sean Thacker
Field Sales Representative
Mars Wrigley Confectionery UK



FIND OUT MORE

Visit betterRetailing.com/IAA to find out more about Wendy's visit from the IAA, or call us on 0208 7689 0500 to take part in a future visit.

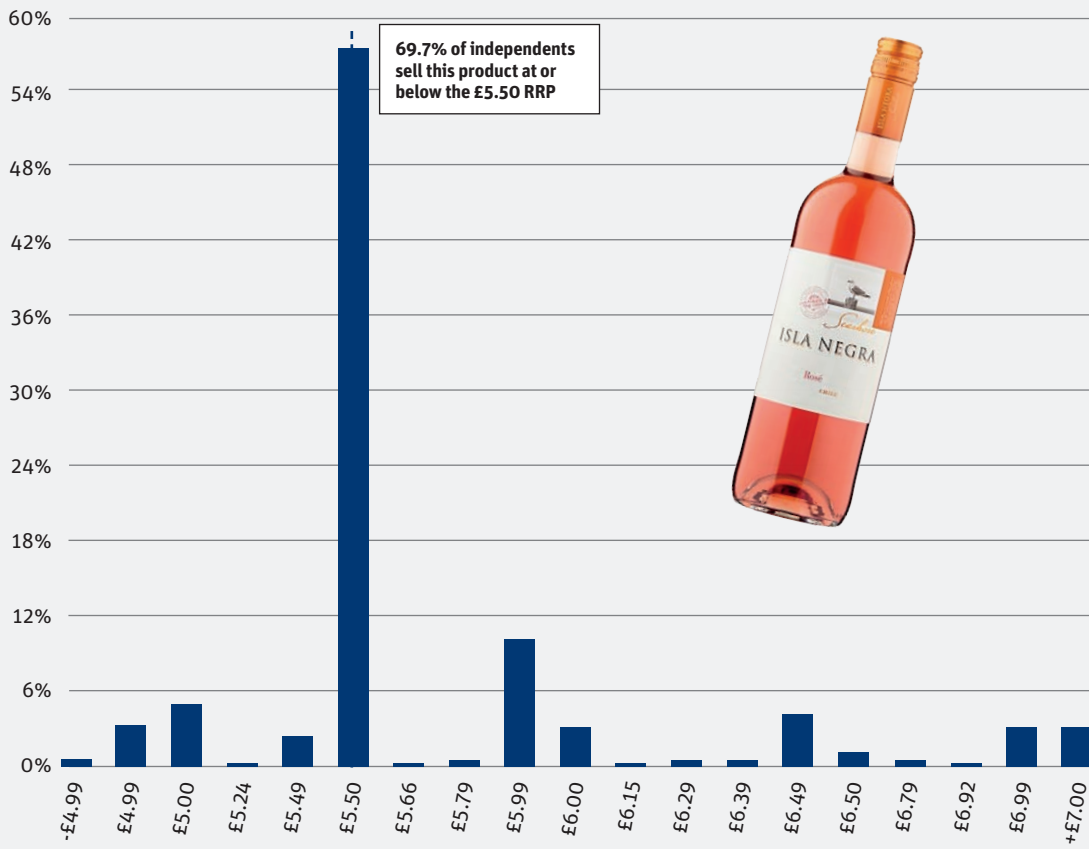
Next week: Marketing to Customers

PRICEWATCH

Profit checker Rosé

Price checker

ISLA NEGRA ROSÉ 75CL Price distribution %



PRODUCT
Echo Falls Rosé Fruit Fusions Summer Berries 75cl
Echo Falls Rosé 75cl
Blossom Hill Rosé 75cl
Hardys Bin 161 Rosé 75cl
Isla Negra Rosé 75cl
Blossom Hill Grenache Rosé 75cl
Echo Falls White Zinfandel Rosé 75cl
Jacob's Creek Shiraz Rosé 75cl
The Straw Hat Rosé 75cl
Mateus Rosé 75cl
Echo Falls Rosé Fruit Fusions Strawberry & Lime 75cl
I Heart Zinfandel Rosé 75cl

Analysis

The overwhelming pricing trend in this week's Profit Checker graph for a 75cl bottle of Isla Negra Rosé was sticking to Booker's £5.50 RRP, with 57.4% of retailers choosing this option. This was followed by the second

most popular option of £5.99 (10%).

However, the wider trend was more balanced. Of the 12 products featured in the Price Checker table, there was an even split between products which were priced at and

below RRP.

The rosé category in general, according to the four retailers interviewed, is a very price-sensitive category, as promotions and price-marking are key to driving sales.

How we drive our profit

Surekha Patel

STORE Best-one Bexhill-on-Sea
LOCATION East Sussex
SIZE 800sq ft
TYPE neighbourhood

TOP TIP
Recommending products based on an individual's taste can help boost rosé sales



The wines I purchase are usually bought from Best-one, but I sometimes shop around to see if I can get a better price. I charge at RRP and this results in average margins of 20%. Some of my most popular rosé products are brands such as Isla Negra, Blossom Hill and Jacob's Creek. Multibuy promotions help drive sales, too. Normally I'll have a two-for-£12 or two-for-£10 promotion on and this can help encourage customers to make impulse purchases. I'll signpost these clearly as it draws the customers' attention to this range.

Ken Singh

STORE Love Lane Stores
LOCATION Pontefract
SIZE 2,000sq ft
TYPE council estate

TOP TIP
Signpost brands and price by your rosé section as this can help draw a customer's attention



Competition dictates the way I price rosé in my store. I set the prices at RRP because I don't want to lose customers to competitors by overpricing. I get average margins of 10% to 15%. Multibuy promotions are also important and I sometimes have a two-for-£10 deal on. There will be some customers who might come in just for one bottle, but they'll then purchase another if they feel they can get more value for their money. Weather also influences sales, and I can sell upwards of 15 bottles a day in the summer months.

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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LARGE C-STORE ON MAIN ROAD IN SOUTH-EAST MANCHESTER	RETAILER 2 STORE IN RESIDENTIAL AREA OF LEICESTER-SHIRE TOWN	RETAILER 3 LOCAL SHOP ON MAIN STREET OF WEST MIDLANDS VILLAGE	RETAILER 4 SMALL C-STORE IN EAST EDINBURGH RESIDENTIAL STREET	RETAILER 5 NEWSAGENT IN RESIDENTIAL AREA OF SOUTH YORKSHIRE TOWN	RETAILER 6 HIGH STREET IN NORTH ESSEX TOWN
£5.11	£4.99	£5.49	£4.29	£5.00	£6.99	£4.99	-
£5.31	£5.99	£6.29	£4.99	£4.49	-	£4.99	£4.99
£5.86	£6.59	£6.49	£5.99	£4.99	£6.99	£5.99	£5.49
£5.53	£5.50	-	£5.50	£5.50	-	-	£5.50
£5.71	£5.50	£7.99	-	-	£6.99	-	-
£6.81	£7.49	£7.99	£5.99	£6.99	£6.99	£5.99	£5.99
£5.18	£6.69	-	£4.99	£4.49	-	£5.49	£4.99
£7.72	£8.39	-	£5.99	-	£6.99	-	-
£4.38	£4.15	£4.99	£4.15	-	-	£4.49	-
£6.55	£6.59	£7.29	-	£5.99	-	-	-
£5.07	£4.99	-	£4.29	-	£6.99	£4.99	-
£6.02	£5.50	£6.49	-	£5.50	£6.99	£5.99	£5.99

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Chris Herring

Londis Shipway Post Office, Torquay



Pilgrim Pasties (large steak pasty, £2.99)



Where did you discover them?

The owner canvassed us a few years ago. Food to go is a growing trend and I thought it'd be a sensible idea to include their products in my range. They're based a few miles away, which means I can rely on regular deliveries and the products to be hot and fresh when they arrive. The fact the company is based nearby means I've been able to strike up a personal relationship over the past few years.

Who buys them?

There's a mix of customers, consisting of school children, their parents and the elderly. The fact Pilgrim has been stocking products in the store for the last few years means customers have become familiar with them and they'll often purchase their products without hesitation.

Why are they so successful?

A lot of the customers we serve don't really cook anymore and the pasties provide a convenient meal solution. Sometimes kids will be late for school and need breakfast quickly. Some of the elderly we serve aren't physically able to cook food from scratch anymore, either, and the pasties help overcome these issues.

Seelan Thambirajah

STORE Premier Gostwick Road
LOCATION Bedford
SIZE 1,800sq ft
TYPE parade

TOP TIP

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



My store is in a price-sensitive area, because there is competition from multiples and other independent retailers nearby. My rosé range is priced at RRP because I don't want to risk losing customers. There's already an expectation of price, and customers will know if you're overcharging. Pricemarking and clear signposting of prices are important because customers are already concerned about cost and they'll be reluctant to buy a product if they don't know how much it is. I purchase my rosé products from Booker and the margins are normally around 21%.

Kamal Thaker

STORE Stop Shop News
LOCATION Edgware
SIZE 800sq ft
TYPE suburban

TOP TIP

Merchandise by price and size to avoid confusing customers, which could lead to lost sales



I'm quite limited with alcohol as my store closes at 6pm, so I can't make the most of evening sales. I charge at RRP because I don't want to lose potential sales by overpricing. A lot of my customers aren't as affluent as those in other areas. My most popular products are Isla Negra and Jacob's Creek. I don't stock any newer brands as I rely on repeat customers and don't want to risk shrinking my margins by having products nobody will buy. I'll sometimes have two-for-£10 promotions on to increase the likelihood of sales, too.

CATEGORY ADVICE

In association with
Lucozade ENERGY

Pricemarks power sales

As retailers get ready for the soft drinks summer spike, experts Claire Keaveny and Jonny Acton from Lucozade Energy show how pricemarked packs can improve value perception and brand campaigns can drive sales



DRIVE SOFT DRINKS SALES
To see more of Pradhyot's shop and for more advice and tips, go to betterRetailing.com/grow-soft-drinks-2

THE OPPORTUNITY



76%

of shoppers think pricemarked packs improve a store's overall price image



83%

of retailers agree pricemarked packs sell faster than non-pricemarked equivalents



FOCUS ON PRADHYOT GANDHI
One Stop Bolton Lane, Bradford

"I opened my 1,000sq ft shop last November without any previous experience. As a community shop in a residential area, I have a steady flow of regular customers, but soft drinks sales haven't been as strong as I'd hoped. With the warmer weather arriving, I am hoping some expert advice can help me grow sales in this category."

EXPERT ADVICE CLAIRE KEAVENY
Senior Brand Manager



JONNY ACTON
Field Sales Manager, Lucozade Energy

"Pradhyot shows a good instinct for his shoppers' needs by stocking his small chiller with popular brands and a mix of non-pricemarked and permanent value offers. There aren't many pricemarked cans, and he could do with some more low-calorie options to complement bestsellers such as Lucozade Energy Orange. To reinforce our extensive summer campaign and boost sales even further we're adding some eye-catching PoS."



Before

LUCOZADE ENERGY TIPS

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

ACTION PLAN

- 1 **PRICEMARKING:** Introduce fast-selling pricemarked options, including cans, to improve value perception. This will also help increase customer loyalty and provides an excellent entry point to the energy market.
- 2 **EFFECTIVE POS:** Add attention-grabbing PoS including shelf-edge strips, wobblers and display bins to highlight the current Lucozade Energy campaign and boost brand recognition to drive sales on high-margin lines.
- 3 **VISIBILITY:** Display top-selling lines, as well as low and zero-calorie drinks such as Lucozade Zero, at eye-level to encourage planned purchases and increase impulse buying.

What happens next?

Over the next six weeks, Pradhyot will follow Lucozade Energy's expert advice. We will track the sales data at the store to see what changes.

Keep a look out for RN on **29 JUNE**

INDUSTRY PROFILE

Panini

The World Cup has arrived, and according to Panini's head of circulation, Rebecca Smith, there's still a big opportunity for switched-on retailers to capitalise on sales of the company's FIFA 2018 World Cup sticker collection

RN How big an opportunity will Panini's Collection stickers be this summer?

RS The World Cup Sticker Collection is a huge revenue-driver for retailers and is responsible for more than half the sticker category's annual revenue. The collection takes more than a year of planning to ensure the campaign has mass reach, retailers buy into it and display the range, and customers are exposed to significant album sampling. We have to provide a marketing campaign that engages consumers and keeps them talking about the collection.

RN How can stores encourage consumers to make impulse purchases around match days?

RS Displaying stock in a prominent location at till points is a great way to show children and parents that you're stocking the range. We distributed 20,000 promotional packs in branded envelopes to independent retailers but we still have some left, so anyone still wanting PoS for in-store displays should contact us and we'll arrange distribution. We also have a number of promotional albums ring-fenced for independent retailers, so again please get in touch. The more promotional albums you give out to customers, the more likely they are to jump into collecting and repeat purchase in-store throughout the next few weeks of the World Cup.

RN Who are the typical customer groups retailers can expect to see sales from?

RS About 38% of collectors are children, 38% are dads and the rest are young adults, so it's an amazing opportunity to market to a huge cross section. The level of second-generation collections is huge, as dads take a trip down memory lane

and enjoy completing a collection with their children.

RN What investment has Panini put behind this opportunity?

RS Panini has put together the hardest-hitting marketing campaign to date, encompassing TV advertising, press advertising and album sampling - in newspapers and in retail. For the first time, we have also put significant budget against digital, social media and online influencers such as top bloggers.

RN Is the rise of online an opportunity or a threat in this sector?

RS Social media platforms are emerging as the 'digital playground', and give adults the forum to swap and trade stickers to complete their albums.

RN Once the World Cup is over, what opportunities are there for retailers to continue the momentum?

RS Panini publishes a FIFA 365 trading card and sticker collection, which brings together all the top



Kids will be thinking about football every day

clubs from around the world. It is a show-stopping collection that provides an opportunity for retailers all-year-round.

RN Which are the main shopper missions when stickers are likely to be sold? Are there key times of day, too?

RS Saturdays are big sales days, as are childrens' school holidays. Now the World Cup has started, kids will be thinking about football every day, so after-school becomes a key daily opportunity, too.

RN What other plans do you have for the rest of this year?

RS We've just launched a LOL Surprise! sticker collection, which is selling incredibly well and is a great dual purchase for World Cup stickers. It's such a hot property at the moment - and the pink packaging is so recognisable and eye-catching for children - so retailers really need to give this great shelf presence.

In addition, Jurassic World launched last week in support of the blockbusting movie release, plus we have the Incredibles 2 sticker collection launching 5 July. We're sampling albums of both in a wide selection of children's magazines and at events nationwide.

** Company CV **

Company Panini

Head of circulation Rebecca Smith

Profile The company is behind some of the most popular sticker collections in the market and is currently in the midst of a World Cup-driven sales boon.

Latest news On 5 July, Panini will also release an Incredibles 2 collection in the wake of the release of the Pixar movie.



**

**

YOUR VIEWS

YOUR LETTERS

■ Why is Smiths so bad at refunds?

I'm writing in because I would like to know when Smiths News are going to refund me £75 worth of credit, as they have been promising for more than two weeks that someone is going to call me to sort things out.

Over the recent bank holiday, I sent back to the Reading depot those papers that hadn't sold over Friday, Saturday and Sunday. On Tuesday morning, I rang customer services to speak about credit, because I hadn't received any, and was told to ring back the following day because I had rung too early. But when I rang on Wednesday, they said it was too late to claim it back, at which point I explained that the lady I spoke to told me to ring back on this day.

In the end, they gave me a reference number and said someone would call me back in a few days' time, but a whole week had passed with no contact. I then called again and was told the same story - that someone would contact me - but still no one has.

It just goes to show that Smiths News aren't doing their job properly because I was stuck in a similar



It just goes to show that Smiths News aren't doing their job properly
Raj Singh



situation over Christmas with them, where I lost out on £150 worth of credit. I would like to know when I will receive my credit, why no one has called me and why this is an ongoing problem with them.

Raj Singh
Premier, Reading

RN contacted Smiths News for a comment. However, it had not provided a response at the time of going to press

■ Credit where it's due to the police

Two weeks ago, a man came into the store around 7.20am, broke in behind the counter while I was serving a customer and stole a bottle of gin, before running off. This type of crime has increased in the past

couple of months and a lot of it is down to drug abuse in the area.

However, Dorset Police did a fantastic job. They responded immediately and after looking through our CCTV footage and other shops' CCTV, they managed to catch him and return the bottle of gin back to us. They were quick and efficient, and credit is deserved where due.

Adam Phillips
Boscombe East Post Office & Phillips News,
Bournemouth

Inspector Cheyne Marley, of Dorset Police, said: "Dorset Police fully support all victims. Mr Phillips is a local retailer with a business that with every theft impacts his livelihood. We are aware of the need to fully support our good folk. Mr Phillips has, through his experiences, allowed Dorset Police to work at ways to engage with businesses large and small to work in partnership to combat crime and disorder."

YOUR SAY How is the arrival of the summer weather affecting your sales at the moment?



John Parkinson

Broadway Premier,
Penrhyn Bay, Conwy
Sales are up at the moment, as the weather is fantastic. Families are out, so parents and grandparents come over with their children and buy magazines. The kids don't care about the magazines - they want the cover-mounted gifts. I'm also looking forward to the World Cup - especially if this weather stays - as I will sell a lot of drinks. We're expecting a big uptake of beers, prosecco and wines - whites and rosés.

Manish Mehta

Williams Newsagents,
Streatham, London
No, I haven't seen any difference. What I used to do when it was really hot was get twice

as many cases of Coca-Cola, and they would sell. This year, it has not made any difference, because in my area it is all about pricing. Prices have gone up because of the Sugar Tax, and the job situation is very insecure because of Brexit.

Lorna Hosie

Loch Lomond News, Balloch,
West Dunbartonshire
The summer weather has been quite good for business. We had an increase in sales of all brands of ice cream. Slush and ice lollies are all also doing quite well. Most drinks are selling more, too - Oasis is selling particularly well, as we have a two-for-£2 promotion versus the usual price of £1.99. Toblerone chocolate is also selling well.

RN READER POLL



Which multipacks and large formats have given you this year's biggest sales increase?

NEXT WEEK'S QUESTION

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



Vote now at
betterretailing.com

LET'S USE LOCAL SUPPLIERS, JUST LIKE IN SOUTH AMERICA

I've been travelling through South America since the beginning of April with my wife, and on the way, I've learned a few things about how independent retailers run their businesses here, some of which we can definitely benefit from.

One of the main things to remember is that in South America, most independents don't have the supply network and delivery services we benefit from, so they lean on their local suppliers a lot more than we do in the UK.

For example, they will personally know someone from a favela who makes great, fresh empanadas and then buy them in bulk to sell in-store. Those empanadas are very



popular within the community and they sell well, and it helps benefit the local economy at the same time.

Furthermore, using local suppliers and fresh ingredients means there is an absence of packaging, which is also a big focus in the UK right now. Back home in our store, we have worked with local suppliers before with

cakes, and I urge other retailers to work more closely with their local suppliers because the fresh, local aspect really appeals to customers.

Anish Parekh
Londis Broadoak & Post Office,
Ashton-Under-Lyne

100 YEARS AGO
15 June 1918
A 'No Return' order enforced by the government pushes newsagents to unite and protest, campaigning for its removal. Local and county associations consider the formation of a National Federation.

VIEW FROM THE COUNTER with Mike Brown



I was dreading Sunday 27 May because of a 45-minute extension to the cut-off time caused by the Champions League football final on the Saturday evening. As it turned out, my papers arrived at 5am. The driver said that although the papers were late, Menzies had drafted in more staff to mitigate the loss of time.

I don't know how everyone else fared but well done Menzies, Stockton, in this instance. Of course, what we need to do is scrap cut-off extensions because they are open to abuse.

As well as a great commercial opportunity, the World Cup presents a huge challenge for both publishers and wholesalers, so let's hope we get the papers on time.

I am looking through the latest NFRN Northern District newsletter and there are three separate articles warning members about fraudulent

activity of some kind. You have to be so vigilant these days.

The latest scam in the shop involved criminals trying to access Neosurf vouchers through the Payzone terminal. Luckily, my wife became suspicious and contacted Payzone, but you can see it's not hard to make a mistake at 5.15pm on a Friday afternoon, after a long, busy day.

Unfortunately, the England Women's U17 football team lost to Germany in the semi-final of the European Championship at the end of last month. In the third place play-off, to secure a place at the World Cup in Uruguay in November, the girls played Finland but lost 2-1, finishing fourth.

The girls were gutted and so was I, as my travels have now come to an abrupt end – probably just as well, as my credit card has had a real hammering lately.

YOUR SOCIAL MEDIA COMMENTS THIS WEEK

contact us facebook.com/ThisisRN and @ThisisRN



Singh's Charity Cup Winners 2018. Well done to Brinsworth Whitehill who showed a lot of quality tonight. Thanks to @SUFC_tweets and @PremierSinghs for allowing us to play. Memories for a lifetime for all of the lads involved



Pumas U14s Black
@UpThePumas



@NFRN_Online
@hndanews
@News_Complaints
This is just getting beyond a joke now! No Guardian, #HNDMessedUp, less than half my #TakeABreaks and this is the quality of some of the other papers! #IGiveUp

Maqsood Akhtar
@maqakhtar

Just wait and see – our entry in for #benchmarking store #IAA18 Good luck everyone else out there in the retail world

Woosnam & Davies
@trudydavies1964



HEALTHIER LIVES

Another year healthier

At a time when healthier trends are in growth and legislation is further escalating the pressure on Britons to live better, how are stores being affected? **Olivia Gagan** speaks to them to find out

It has been a year since plain-packaging tobacco legislation arrived, and we're now several months into the lower-sugar landscape ushered in by the Soft Drinks Industry Levy. What has been

the effect in stores?

With a huge range of products launched by suppliers and ever greater media attention on healthier living, RN asked top retailers for the three big changes they've noticed in their business in the past year.

My year of healthier retailing

At Sunder Sandher's 2,000sq ft S&S One Stop in Leamington Spa, customers vary from university students to mothers and local construction workers, and he says he has spotted trends within each of these different groups.

TREND 1: Meal deal choices are changing

I've noticed our younger customers, university students mainly, have shifted in their behaviour recently. They will now pick up a bottle of water and fruit with their sandwiches when they buy a meal deal, rather than a fizzy drink and crisps.

TREND 2: Zero-calorie products are steadily growing

Water, of all varieties, is performing well – still, sparkling and flavoured waters have all been popular, but zero- and low-sugar fizzy drinks are now bought by everybody. Overall, the sugar levy hasn't affected the volume of soft drink sales for us.

TREND 3: Some shoppers remain loyal to full-sugar options

Construction workers still pick up classics such as Coca-Cola Classic when they come in-store, despite price increases. I suppose they need the energy, and these customers are older and are not as price-conscious as students, too.



What makes a difference in terms of healthy living is education and long-term thinking

My year of healthier retailing

Nilesh Patel reports similar trends from his near 800sq ft Premier convenience store in Ilford, Essex. In his location, which is a primarily residential area, he agrees that the rise of health concerns is more of a benefit than a challenge.

TREND 1: Little impact of the sugar tax on soft drinks yet

The sugar tax hasn't really affected sales. Customers know and like their favourite drinks, so we've seen no change in classic, long-established soft drinks – Coca-Cola's and Rubicon's range will always sell, for example.

TREND 2: Weather still trumps everything

Rubicon Spring, a new flavoured water we're stocking, has really picked up in sales over the past few weeks, perhaps because there is now a much wider range of water drinks available. But it's also likely because of the heat we had throughout May.

TREND 3: Price-conscious shoppers don't like the sugar levy

People in my area care about price above all else. They haven't complained about the reformulated taste of lower-sugar drinks, but they have complained about price rises on others. >>

LOOK OUT
FOR PROMOS

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FAT

0%
ADDED
SUGAR**

Light* & Free: 0% fat 0% added sugar**.

*Over 30% fewer calories than most full fat fruit yogurts. **Contains naturally occurring sugars.

HEALTHIER LIVES

My year of healthier retailing

Arjan Mehr, who owns a Londis in Bracknell, Berkshire, does not have a classically health-conscious customer base. Yet even in his store, he has noticed a range of categories affected by customers' changing lifestyles and preferences.

Trend 1: Change is customer-led

I've not seen any change from the soft drinks tax, much like with tobacco laws. In the end, what makes a difference in terms of healthy living is education and long-term thinking.

Trend 2: Better fresh range = better sales

We've seen our sales of fruit and vegetables go up in the past year. This might be because, working with Booker, our range is now better than ever. People are cooking more at home, too.

Trend 3: Gyms drive sales

There are now gyms all over, and that has given us opportunities. We have just introduced a bay of protein products.

12 HEALTHIER PRODUCTS TO GIVE YOUR SALES A WORKOUT



JUICE BURST
Drinks brand Juice Burst has created Strawberry & Beetroot and Apple & Cucumber variants for its new health-focused Fruit & Veg range.



STRATHMORE BOTANICS
Tapping into the flavoured water trend, this launch combines spring water with botanicals and fruit flavours, all with zero calories and no added sugar.



NESTLÉ GOFREE GLUTEN-FREE CORN FLAKES
With Nestlé research highlighting that 40% of millennials are more likely to avoid gluten-filled products, this top-selling cereal is at the heart of their healthier strategy.



PIPERS CRISPS
Pipers Crisps has launched a Crispeas range, available in three flavours, to cater to the healthier-eating trend. Matar Paneer, Salsa Verde and English Mint flavours are all 95 calories per pack.



DANONE LIGHT & FREE
Containing 0% fat and 0% added sugar, Danone says its Light & Free range is the top-selling diet yoghurt in the UK. Nine flavours are available.



MILKYBAR WOWSOMES
Nestlé's Milkybar Wowsomes contain 30% less sugar than similar chocolate products. The largest-sized bars in the range are 18g, and contain 95 calories.

IRN-BRU
Scottish favourite Irn-Bru is now a mid-sugar product with 50% less sugar. A zero-sugar alternative, Irn-Bru Xtra, is also available.



SAVSÉ
Savsé has launched Protein Rise, a no-added-sugar protein drink aimed not at gym-goers, but at those hoping to make small improvements to their diets.



OLD MOUT ALCOHOL FREE CIDER
Old Mout Alcohol Free cider by Heineken is the brand's first non-alcoholic cider variant, available in a Berries & Cherries flavour in a 500ml format.

PREP CO
Unilever has invested £1m into its Prep Co healthy on-the-go snacks pot brand. Flavours include Mediterranean Couscous and Thai Green Curry.



FRUITTELLA FRUIT DROPS
Perfetti Van Melle's sugar-free Fruittella Fruit Drops are the brand's first hard-boiled sweets, and are available in Citrus and Red Berry flavours.



EISBERG ALCOHOL-FREE WINE
The alcohol-free drinks market is worth £37.7m – and to capitalise, Eisberg has launched six alcohol-free versions of wines, such as rosé and chardonnay.





STOCK UP ON THE NUMBER ONE BRAND FOR GLUTEN-FREE CEREAL*



Millennials are **40% more likely** to avoid gluten**

The gluten-free market is seeing double digit growth and is expected to grow **50%** between 2014-2019***

**FOR MORE INFORMATION
VISIT WWW.CEREALSUCCESS.CO.UK**



*IRI: Total Grocery 52 w/e April 22 2017 (volume) Kantar: Total Grocery 52 w/e April 23 2017 (penetration)

** SalesOut; 52 w/e 31 July 2016 *** Mintel, 2016

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FREE-FROM FOODS

Free-from is no longer a trend just for the celebrity-obsessed and urban hipsters. **Priyanka Jethwa** explores what is driving this movement and how you can benefit

Get clued-up on free-from

Having a free-from range isn't just 'fashionable' anymore, it's a necessary and mainstream trend that is here to stay, and one that has developed into a lifestyle choice for many. Therefore, retailers should be prepared to provide a wide range that meets a number of needs – such as plant-based and dairy-free products – or risk of losing loyal shoppers and having them go to competitors.

Within free-from food, the industry has seen a massive rise in

more 16-30-year-olds opting to follow lactose-free diets, according to Isla Owen, senior marketing manager at Adelle Foods. "22% of millennials are now opting for gluten-free products when shopping, indicating a growing dairy-free movement among this age group."

On the next page, we have broken down the key trends within free-from and investigated the reasons behind them, and what key suppliers in the free-from category are doing to help retailers.



THE KEY TRENDS IN FREE-FROM

LOYAL SHOPPERS

Free-from shoppers are big-spending consumers who are likely to return to a store that offers a wide selection of premium free-from products.

This is according to Rebecca Vercoe, Mrs Crimble's brand controller at Wessanen UK, who says: "A growing number of free-from consumers are shopping the fixture four to five times per week, often using it as a convenience destination for top-up, which creates a huge opportunity for additional basket spend."

Offering sweet free-from treats is a key way to keep loyal customers interested, and Christopher Pritchard, marketing executive at Moo Free Chocolates, says: "We have noticed that rice milk is a favourite milk alternative for chocolate among shoppers." The brand's Bunnycomb Bar, for example, therefore uses rice milk as an alternative, and Mrs Crimble's has also recently expanded its free-from range to include a Big Choc Macaroon Bar and a Mini Macaroon Sharing Tub.

MORE THAN JUST AN INTOLERANCE

Pursuing a free-from diet has become more than just about having an intolerance or an allergy, but has developed as a lifestyle choice.

Isla Owen, senior marketing manager at Adelle Foods, says with younger shoppers, dairy-free is a key area to invest in. "19% of 16-30-year-olds have bought or eaten dairy substitutes in the past six months, with 16% choosing lactose-free products."

Rebecca Vercoe, at Mrs Crimble's, says for retailers to make it easier for younger shoppers to find free-from foods, it helps to group branded food and drink together to help products stand out on the shelf. "For single-serve packs, we recommend displaying them at the front of the store among other food to go items. This helps customers who are in a rush find convenient pack-sizes quickly," she adds.

PLANT-BASED IS GROWING

To maximise sales in free-from, having high visibility of foods and drinks that are marketed as 'plant-based' is important.

Julie Stevens, category controller at Alpro UK & Ireland, says: "Retailers' sales of plant-based products are growing at 22% year on year, and plant-based shoppers typically have a 40% higher basket spend compared to other shoppers." So, to build a successful and attractive plant-based range, retailers should offer options for all meal types, including breakfast, snacks and 'meal for tonight'.

Vicky Upton, head of marketing at Alpro UK & Ireland, says Alpro plans to add an Almond Salted Caramel variety to its plant-based ice cream portfolio this year, to tap into this trend. Having a selection of plant-based drinks is also as important, and ambient ranges such as Alpro's Soya Unsweetened and Almond Original can help increase sales.



How do you display your free-from foods in-store?



We place free-from alongside other foods, rather than a dedicated fixture

Around the store, or a dedicated display?

We spoke to two retailers to find out whether you should have a free-from area or not

“We find free-from items grouped together work best”



Eddie Poole
Poole's Supervalu,
Moirá

“We have five bays dedicated to free-from foods, which ranges from breads to soups, by local and big suppliers. We find it sells more when all free-from items are grouped together, as opposed to being spread across the store. It also makes the free-from category easier to shop – when shoppers see the whole range together, they are encouraged to buy more. Bread is the most popular purchase, alongside soups, and we source from local bakeries if we can.

“Over the past year, sales have increased by 100%, but I do think it is more down to gluten-free being a ‘fashionable’ trend, rather than because of a genuine intolerance. When people buy gluten-free once, it becomes a repeat purchase.”

“We place free-from alongside other foods, rather than a dedicated fixture”



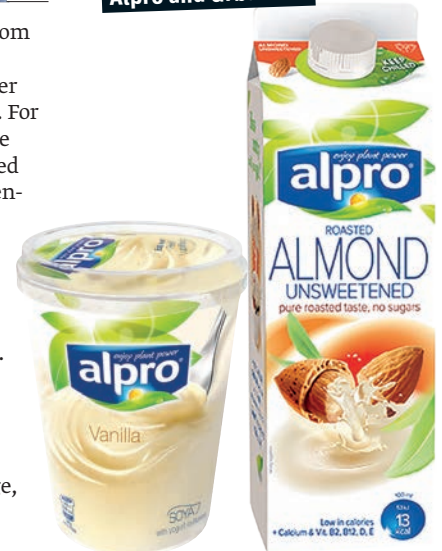
Mital Morar
Ancoats General
Store, Manchester

“We have a wide range of free-from foods, so we tend to place them alongside normal variants, rather than having a dedicated fixture. For example, the free-from milks are ambient, so they work well placed next to cereals on-shelf to help encourage cross-selling.

“Free-from is definitely a developing category, and in the past year our range has tripled as more people follow gluten-free, vegan and vegetarian diets. Therefore, it’s important we cater and roll with these changes. We offer brands such as Oatly and Alpro, and have recently added Minor Figures to the range, all of which are doing well and are popular with shoppers.”



Free-from is seeing market-leading brands emerge, including Alpro and Urban Eat



THIS WEEK IN MAGAZINES



Launch of the week

A CELEBRATION OF ROYAL WEDDINGS OLD AND NEW

Country Life's new souvenir issue, with in-depth looks at Prince Harry and Meghan Markle's recent ceremony and past royal nuptials, shows royal weddings are the revenue gifts that keep on giving

YOU THOUGHT the Royal Wedding was over, didn't you? The publishers of Country Life don't think so, and they're capitalising on the event one last time with this special souvenir edition.

Time Inc UK's newest one shot shines the spotlight on the royal family and past historic royal weddings, using photos from the Country Life archive. It also includes an in-depth review of the recent ceremony between Prince Harry and Meghan Markle, taking a look at royal jewellery and past wedding fashions.

It is expected to sell 9,000 copies, totalling £54,000 in revenue, so display it front of shelf.



COUNTRY LIFE – THE ROYAL WEDDING SOUVENIR ISSUE
On sale out now
Frequency one shot
Price £6.00
Distributor Marketforce
Display with Hello!, Woman's Weekly, Royal Life

My week in magazines



Marcello Perricone

Magazines reporter
 marcello.perricone@newtrade.co.uk

THE STRUGGLE OF THE WOMEN'S INTEREST MARKET

Last week, the final issue of Look – an 11-year-old women's glossy from Time Inc UK – was published. After struggling through “changing audience habits”, according to Time Inc's managing director, Justine Southall, the fashion and celebrity magazine declined from more than 300,000 copies sold at its peak to 57,110 in the first quarter of 2018.

The women's interest market – once one of the most stable segments – has recently started to decline. According to distributor Marketforce, the sector is 11% down year on year, and that is echoed throughout the industry. While it still remains Marketforce's largest category, generating more than £353.5m in revenue last year, staples of the sector, such as Grazia and Cosmopolitan, are seeing their circulations fall by double digits year on year.

In a way, this follows the general decline of the market, but it also represents an opportunity. The women's magazine market is surprisingly robust, but it has been increasingly challenged by premium and artistic titles, such as Ladybeard, that cater to younger generations. Those premium titles have an audience and a higher cover price, which can help complement any lost sales from the standard brands.

Opportunity: premium titles
 Premium titles remain one of the largest revenue drivers in the industry and are always worth investing in. You won't lose a customer if you can stock the trendy, more expensive brand they are switching to – and you may just attract new readers, too.

THIS WEEK IN MAGAZINES WE WANT YOUR INSPIRATIONAL IDEAS!

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



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

RN

Call ☎ 020 7689 3350

THIS WEEK IN MAGAZINES

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SWEET

- This children's magazine is full of colouring activities, puzzles, quizzes and more.
- The July issue includes five free gifts - a Care Bears pocket mirror, DC Super Hero Girls Scribble Book, Animal Jam code card, Sanrio stickers and a watch made of sweets.



On sale out now
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Sparkle, My Little Pony



IMPROVE YOUR COARSE FISHING

- This specialist magazine teaches fishing enthusiasts the latest techniques to land freshwater catches, from carp to tench.
- July's issue comes with a free pellet waggler, alongside features on how to fish carp correctly and a guide to tackles and baits.



On sale 21 June
Frequency monthly
Price £3.80
Distributor Frontline
Display with Angling Times, Angler's Mail, Match Fishing



TRAIL

- This sport magazine is aimed at trekkers, and is packed with features, gear reviews and profiles of noteworthy trails.
- This issue has a summer feature focused on outdoor equipment, a list of picturesque UK mountains and suggestions for 12 different routes.



On sale out now
Frequency monthly
Price £4.60
Distributor Frontline
Display with Country Walking, Camping, Climber



LAND ROVER OWNER INTERNATIONAL

- The official Land Rover magazine includes features and buying guides about the famously versatile all-terrain brand.
- This month's issue explores the building of a 2.8l TDI engine, suggestions of destinations to drive to and a free snood scarf.



On sale out now
Frequency monthly
Price £4.60
Distributor Frontline
Display with 4X4, Total Off-Road, Petersen's 4-Wheel & Off-Road



MOTHER & BABY

- This women's magazine has tips, product recommendations and activity ideas for mums.
- The July issue is the summer special, with advice on how to stash change bags, family camping tips and baby-friendly holiday ideas.



On sale out now
Frequency monthly
Price £3.99
Distributor Frontline
Display with Gurgle Magazine, Baby London, Smallish



Bestsellers Pets

Title	On sale date	In stock
1 Cage & Aviary Birds	13/06	<input type="checkbox"/>
2 Our Dogs	15/06	<input type="checkbox"/>
3 Bird Watching	07/06	<input type="checkbox"/>
4 Your Dog	07/06	<input type="checkbox"/>
5 Practical Fishkeeping	06/06	<input type="checkbox"/>
6 Your Cat	15/06	<input type="checkbox"/>
7 Birdwatch	28/06	<input type="checkbox"/>
8 Dogs Today	14/06	<input type="checkbox"/>
9 Racing Pigeon Pictorial	22/06	<input type="checkbox"/>
10 Dogs Monthly	07/06	<input type="checkbox"/>
11 Catworld	06/06	<input type="checkbox"/>
12 Practical Reptile Keeping	04/06	<input type="checkbox"/>
13 Parrots	17/05	<input type="checkbox"/>
14 Catster	13/06	<input type="checkbox"/>
15 Modern Dog	11/04	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

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THIS WEEK IN MAGAZINES



TAKE A BREAK'S SUMMER PUZZLE COLLECTION

- The summer edition of this puzzle magazine offers wordsearches, sudokus, codebreakers, arrowwords and more.
- This issue also includes a free pen and a chance to win £500.



On sale out now
Frequency six-weekly
Price £3.49
Distributor Frontline
Display with Take a Puzzle, Crossword, Take a Puzzle



TAKE A BREAK'S ARROWWORDS

- This arrowword-focused puzzle magazine is Bauer's bestseller, accounting for 46% of its total puzzle sub-category revenue.
- This month's issue includes the chance to win £3,000 cash.



On sale out now
Frequency monthly
Price £2.00
Distributor Frontline
Display with Take a Puzzle, Take a Crossword



COUNTRY WALKING

- This outdoors magazine features interviews, articles and photographs about the UK's best walking areas.
- The July issue focuses on Britain's coast and the nearly-complete 2,975-mile England Coast Path, and includes 27 route cards complete with Ordnance Survey maps.



On sale 21 June
Frequency monthly
Price £4.50
Distributor Frontline
Display with Trail, The Great Outdoors

Expert advice John Parkinson

Broadway Premier,
Penrhyn Bay, Gwynedd



The weather is absolutely fantastic, and it is doing business a world of good. We have got a massive range of magazines that is better than most other shops in the area, as we have kept our range of titles. With the World Cup rolling up, people are coming to us now instead of a Co-op or other larger shops that do not have a specialist section. I have limited space, so I have got to be careful - I can't do a fantastic range, but I am good for my own locality.

Car mags such as What Car? and Autocar sell well with my male customers, but the past couple of weeks have been really big on children's magazines. Thanks to the weather and extended holidays, grandparents and parents are out with children, so they buy toys and magazines for them. They tend to come in often and spend at least £3, and if they have two children, for example, you are looking at a minimum of £6. There is not one best-selling title, as children don't go for magazine content, but for whatever gift is included.

My strategy

Who are your best customers?

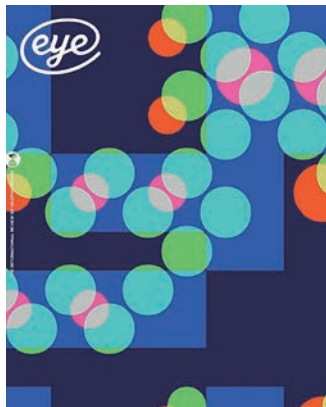
Right now, grandparents and parents more often than not. There are many cheap titles coming out every week, and parents usually buy more than one at a time - and if they have more than one child, they usually buy more than one magazine.

What is your strongest category?

Aside from children's magazines - which are obviously pretty good right now - the women's mags always sell pretty well.

What is your sales strategy?

We try to make sure the magazines are well spaced and can be seen clearly on the shelves, as all the freebies and covermount-ed gifts can make it look really cluttered. Display is everything, really.



SPECIALIST CHOICE

JEREMY LESLIE,
MAGCULTURE, LONDON

EYE

Who buys it?

It has a broad demographic, as the magazine is aimed at graphic designers. If you're into magazines and design, you'll be into that.

How do you display it?

We worked with them closely in the past and did some big window displays - this time we have it on our 'New This Week' section and upfront on the stack in the centre of the store, as it's relevant to our core audience.



On sale out now
Frequency quarterly
Price £17.00
Distributor Seymour

COMING UP IN NEXT WEEK'S RN



RN asks major e-cigarette and vaping suppliers to help with your top queries on the category

Plus, get your summer spirits and ready-to-drink range ready for the coming months



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*ITUK Estimates April 2018

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