

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 06.07.2018



## Gantry or no gantry?

Industry debates the future of tobacco and till-point display space

STORE MANAGEMENT

Page 5 >>



# RN reveals: The future of Londis

Symbol group's improved format has easy ideas for every store to try today

Page 6 >>



**'All the traditional footfall drivers are declining, so how can we future-proof your business?'**

Page 6 >>



NEWSPAPERS

**i retailer scheme to attract subscribers**

Paper's first store initiative to help retailers convert casual readers **Page 12 >>**

Vol 129 No 27  
FOR TRADE USE ONLY



# CONTENTS

## RN

Shaping the future  
of independent retail  
since 1889



### Editor

Chris Rolfe  
@ChrisRolfeRN  
020 7689 3362



### Features editor

Tom Gockelen-Kozlowski  
@TomGK\_RN  
020 7689 3361



### News editor

Megan Humphrey  
@MeganH\_RN  
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



### Production editor

Ryan Cooper  
020 7689 3354

### Editor in chief

Louise Banham  
020 7689 3353

### Production coordinator

Patrick Atkins  
020 7689 3368

### Head of sales

Matthew Oliver  
020 7689 3367

### Account director

George McCracken  
020 7689 3364

### Account director

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

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

July 2016 to June 2017 average net circulation per issue **12,187**

### Annual Subscription

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



To subscribe contact 020 7689 3384



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

RN is published by Newtrade Publishing Limited, which is wholly owned by NFRN Holdings Ltd, which is wholly owned by the Benefits Fund of the National Federation of Retail Newsagents.

RN is editorially independent of the NFRN and opinions, comments and reviews included are not necessarily those of the Federation and no warranty for goods or services described is implied. Reproduction or transmission in part or whole of any item from RN may only be undertaken with the prior written agreement of the Editor.

Contributions are welcomed and are included in part or whole at the sole discretion of the editor.

Newtrade accepts no responsibility for submitted material. Every possible care is taken to ensure the accuracy of information.

**For trade use only**



**“Running your own business can be lonely. But every day you learn something new, so we want to champion small businesses”**

Paul Uppal p5

## HEADLINES

- 4 BREAKING NEWS**  
Post Office should decrease Payzone low-usage charges
- 5 BREAKING NEWS**  
Londis suggests losing gantries
- 6 STORE LOOKBOOK**  
Peter Bhdal's Londis Woodhouse Street in the spotlight
- 11 SYMBOL NEWS**  
Retailers frustrated by drinks supply problems
- 12 NEWS & MAGS**  
Retailer initiative aims to create i subscribers
- 14 BRAND SNAPSHOT**  
News from 12 big brands
- 16 PRICEWATCH**  
Benchmark your sugar confectionery and snacks prices

## OPINION

- 13 YOUR NEWS**  
SGF and NFRN to work on Scottish deposit scheme
- 20 YOUR VIEWS**  
Your letters, views and tweets



**The publisher investment that will drive puzzle magazine sales this summer Page 24**

**TALK TO RN**



**Follow RN on Facebook**

[facebook.com/ThisisRN](https://facebook.com/ThisisRN)  
to have your say on the latest news



**Follow RN on twitter**

@ThisisRN for expert advice to help you grow your sales



**Email & phone RN**

email [letters@newtrade.co.uk](mailto:letters@newtrade.co.uk)  
tel 020 7689 0600



**Visit the website**

[www.betterretailing.com/RN](http://www.betterretailing.com/RN)  
extensive galleries and news



**LONDIS CHOSE MY STORE TO UNVEIL ITS FUTURE FORMAT**  
Page 6

**INSIGHT**

**22 BEER AND CIDER**

Now is the perfect time of year to stock beer and cider – provided you can get the right stock

**24 A REAL RIDDLE**

Despite the decline in the overall market, why are sales of puzzle magazines growing?

**27 THIS WEEK IN MAGAZINES**

Preparation for this year's American football season begins, the best-selling puzzle magazines and specialist advice on Anorak



**Your sugar confectionery pricing strategies under the spotlight**  
Page 16

**WELCOME**

**Will you embrace the future and adapt to your shoppers' changing needs?**



**Editor**

Chris Rolfe  
@ChrisRolfeRN  
020 7689 3362

Earlier this week, a Sun headline shouted 'Fury as high street shops to pay FOUR TIMES as much in business rates as online retailers'. In publishing this, it joined other national newspapers in highlighting a huge issue for independent retailers on which RN has long reported.

This came a week after the Department for Digital, Culture, Media & Sport confirmed it will include distribution of news media in the Cairncross Review into press sustainability, after RN and Retail Express published the findings of our news supply retailer survey.

It is great, finally, to see retailers' daily issues acknowledged nationally and by the government. But anyone with years of experience of fighting for change will question whether those with the power to address these problems will actually act.

While retailers wait to find out, symbol group announcements this week show how others in our industry are doing just that.

Londis is the first group to advise its members to incorporate a multitude of profitable trends into their stores and to create display solutions to assist them – including movable displays for different meals, core space for emerging categories and the removal of tobacco gantries in favour of premium spirits.

And Costcutter is looking to strengthen relationships with retailers, via access to Co-op own label products and the roll-out of its 'shopper first' format.

The UK's independent retailers hold their destiny in their own hands. Will you embrace the future and adapt to your shoppers' changing needs?

# BREAKING NEWS

## ACS hits out at Link cuts

The Association of Convenience Stores (ACS) has criticised Link's decision to reduce interchange fees paid to businesses operating cash machines.

Link, which runs the UK's ATM network, reduced the fee from 25p to 24p per cash withdrawal last Sunday. The reduction is part of a four-year plan to decrease the fee to 20p.

ACS chief executive James Lowman said: "Link's decision to press ahead with cuts is already leading to retailers having to make difficult decisions about the future of their cash machines, potentially leaving rural and isolated communities without access to cash."

Figures from Which? show 1,500 cash machines have been removed since 2017, as a result of the reduction. ACS statistics also suggest 58% of c-stores have an ATM.

## Retailers watch till-less Tesco

Tesco's trial of a till-less payment system in its Welwyn Garden City store would work in independent convenience, RN has been told.

Staff at the multiple's head office in Hertfordshire can use their smartphones to scan the barcodes on products and pay for them without having to visit a till. The trial is ongoing.

Commenting on the till-less system, Paul Gardner, of Budgens of Islington in London, said: "It would work in convenience because customers are always looking for faster ways to complete their shopping trips."

**Cautious welcome for takeover** 'We will be reviewing things such as charges to agents'

## Post Office asked to cut Payzone usage charges

by **Priyanka Jethwa**

priyanka.jethwa@newtrade.co.uk

Retailers have called for a decrease in low-usage charges from the Post Office, following its decision to take over Payzone's bill payments service.

The acquisition is still subject to approval by the Competition and Markets Authority. However, the Post Office promises it will offer shoppers greater convenience and access and help to drive footfall.

But, Andy Banks, of Andy's News in Rotherham, told RN this will

not be possible without bringing down low-usage charges first.

"If the Post Office can bring low-usage charges down and increase the commission retailers receive, that would be a positive step forward," he said.

"We've been having issues with Payzone regarding terminals, so if the Post Office introduces a new system that is compatible with our needs, that would be a good thing, too."

Meanwhile, Arif Ahmed, from Ahmed

Newsagents in Coventry, told RN despite the Post Office being a credible company to take over the business, he shares the same concerns.

"Every month, I am charged £14.36 for not hitting targets. It's hard to meet targets because Payzone has never been concerned about competition and is happy to give anyone who wants the service a terminal - this makes it hard for everyone in the area to compete."

A Post Office spokesperson confirmed that both

networks will continue operating under the terms they already have in place with their respective providers.

The spokesperson told RN: "However, over time and as part of an ongoing exercise, we will be reviewing things such as charges to agents, to ensure they are appropriate and fair."

The NFRN has said it will monitor the progress of the review and the subsequent merger and will look to ensure independent retailers are not disadvantaged.

## Costcutter to rebuild members' trust

Costcutter is looking to focus on rebuilding the trust of retailers, following an extremely difficult year, said chief executive Darcy Willson-Rymer at an event in Peterborough this week.

This year, the symbol group lost 424 stores and its wholesale partner, Palmer & Harvey. But Mr Willson-Rymer said

it would rebuild trust by winning new business and rolling out its newly debuted 'shopper first' store format.

Fifty-five Mace and Costcutter stores have already undergone the transformation, with more than 100 more "in the pipeline", he said.

Suni Keshwara's Costcutter store in Kirton

recently relaunched with a shopper-first refit. "The customers can't believe the difference and our sales have grown 10% to 15%," she said.

Mr Willson-Rymer also confirmed retailers would be able to join Nisa store owners in being able to order Co-op own-label products from 16 July.

Ms Keshwara said she

believes the Co-op branded products could double the store's sales growth.

There are eight rules retailers must follow to stock Co-op own brand goods, with inspections by the Co-op in-store to uphold the rules.

The launch of the Co-op label will be supported by store-specific promotional material and advice.

## Londis reveals its plans for the store of the future in flagship unveiling

As the lunch hour approaches, a morning bakery display (right) is wheeled out of the way at Londis Woodhouse Street, Leeds, to be replaced with a full sandwich range. This was one of many innovations on display this week as Londis brand director Martin Swadling revealed how the group is adapting to changing shopper behaviour to future-proof its members (see page 6).



**Alcohol offers better sales** ‘Selling tobacco from a big cupboard isn’t using space very well’

# Londis suggests stores replace tobacco gantries

by Alex Yau

alex.yau@newtrade.co.uk

Londis’ recommendations to replace visible tobacco gantries with craft alcohol and vaping products could significantly increase sales, but could also create security risks, retailers have said.

The symbol group’s brand director, Martin Swadling, told RN the strategy would help future-proof the company’s estate. “Tobacco is still important, but it is declining, and selling it from a big cupboard isn’t using space very well,” he said.

“Getting rid of visible gantries won’t be policy, but it will be recommended to retailers and business development managers. You’re much more likely to upsell premium spirits in that space.”

Mr Swadling added displays would include features such as backlit panels to draw shoppers’ attention. “Tobacco price lists will be visible and we’ll recommend tobacco is placed behind the counter in drawers,” he said.

Raj Aggarwal, of Spar Wigston in Leicester, said weekly vape sales increased from £100 to £400

after he replaced his gantry with e-liquids. He told RN: “Traditional gantries aren’t relevant any more because customers immediately ask for certain brands or the cheapest pack. Vaping is more profitable. We make between 25% to 40% margins.”

A retailer, who asked not to be named, said weekly alcohol sales grew by £1,600 when she replaced her gantry with craft gin this year.

“There’s no future in tobacco gantries. Ours was replaced with 22 gin products and we added lights to make it more attractive.

Alcohol sales rose immediately,” she said.

However, Hitesh Pandya, of Toni’s News in Ramsgate, said it would be difficult to remove his gantry. “Vaping is a big trend, but you need the right knowledge and availability. Traditional gantries offer security and ease of access, and I’d need drawers to do the same.”

JTI head of communications Mark Yexley added: “By displaying tobacco prominently, smokers will be fully aware of the range available to them, avoiding the potential loss of customers.”

## Sales rise for Costa Express

Costa’s sales in convenience locations have grown despite decreased footfall in UK high streets, according to new figures from the company.

Costa UK has reported a 5.2% total sales increase as a result of opening new stores and installing Express machines, Whitbread’s first quarter trading update has revealed.

“Total UK sales growth for Costa Express increased by 9.6% for the first quarter, driven by Express machines, demonstrating growing customer demand for on-the-go coffee,” the report stated.

Shelley Goel, of One Stop Gospel Lane in Birmingham, said six months after including on-the-go coffee as part of meal deals, his sales have increased by 70%.

“We now have around 15 customers using the coffee machine every day – it has more than doubled,” he said.

## GroceryAid festival raises £250,000

GroceryAid raised £250,000 in the first-ever charity festival for the industry last Thursday in London. More than 1,600 attendees – from store and factory employees to chief executives – flocked to Hawker House to attend Barcode Festival, and were entertained by headliners Kaiser Chiefs. Andrew Thompson, commercial director at Booker, praised the event. “In an industry with innovation at its heart, it is impressive to see industry charity GroceryAid think outside the box to raise much needed funds for colleagues experiencing difficulty,” he said.



## Abra’s fascia ambitions

North London wholesaler Abra Wholesale has not ruled out the likelihood of starting its own symbol group.

The company’s managing director, Craig O’Connor, told RN: “We do have ambitions to launch our own fascia and having a symbol group is the next evolution for us. However, it’s not something we’re looking at immediately. We’ll focus on what we’re good at so far, which is cash and carry and delivered wholesale.”

Prior to joining Abra Wholesale, Mr O’Connor was managing director at Blakemore Wholesale.

## Late payment campaign launched

Small businesses commissioner Paul Uppal has launched an online campaign to help the owners of small business to minimise the risk of late payments.

The ‘Get it right: get paid!’ campaign includes 10 tips on how businesses can get their credit card payment and invoice

processes correct from the outset.

Mr Uppal told RN: “Running a business can be lonely and speaking about certain issues can be seen as a weakness. But every day you learn something new, so we want to champion small businesses.”

Ray Monelle, from Everyday Orchard News in

Weston-super-Mare, told RN the guidance is welcome.

“This is definitely something I’d like to know more about because I don’t know legally what pressure I can and can’t put on,” he said.

He added: “Late payments have a huge impact on cash flow. As a result,

many retailers have to use their overdrafts, which means cutting back on stock.”

NFRN national president Mike Mitchelson acknowledged the damage late payments can have on retailers. He told RN: “We welcome the voice that Paul Uppal is giving independent retailers.”

# STORE LOOKBOOK



## 1989

The store has been serving its community for nearly three decades

## The evolution of Londis

Last week, Londis revealed the next step in its evolution. Brand director Martin Swadling and Londis Woodhouse Street's Peter Bhadal gave RN's **Tom Gockelen-Kozlowski** a tour of the changes in practice

**I**t is not often that a retailer gets to work directly with a symbol boss when refitting their store.

Yet, Londis Woodhouse Street has become the epicentre for a project to get the entire Londis estate ready for a future that is arriving almost as soon as it is predicted.

The family-run store in Leeds has served its community since 1989, gradually expanding to its current 1,900sq ft size. With good in-store standards in place already, discussions on how to take the business to the next level between Londis brand director Martin Swadling and Peter Bhadal, who now runs the store, began two years ago.

Mr Swadling sees the changes made in the store in recent months as part of an essential transition that convenience stores everywhere need to make: "The world is changing – news, mags, tobacco, lottery... all those traditional football drivers are declining. So, how do you future-proof these businesses?"

Firstly, fast-growing categories are being put centre stage. An improved hot food, coffee-to-go and sweet snacks range is now brought together. "We've created this mechanic, The Good Taste Food Co. It can frame coffee and food to go in any size store," says Mr Swadling, who adds that – like much of what is on show in Peter's store – the branding is now available to all Londis stores.

Another innovation is adapting to shopper missions throughout the day. Displays on wheels allow the store to prominently display baked goods during the morning rush and replace the fixture with sandwiches and other meal-deal items later in the day.

Referencing the influence of other markets on this idea, Mr Swadling says: "It is our little version of Japan."

The store is also allocating bays to once-niche categories including free-from and protein. "They might not have a full bay, they might have a couple of shelves, but every Londis will now have some kind of protein offer. And whatever they stock, we are going to try and bring it out with point of sale," says Mr Swadling.

American confectionery is another area which is now a must-stock for most stores, in Mr Swadling's mind: "Customers want to try what they see people eating on Netflix."

Other nods to the future include the removal of the store's tobacco gantry in favour of vaping products and backlit premium spirits, craft beers and a greater focus on chilled meals.

Elsewhere, Peter and Mr Swadling have worked on showcasing what they see as the already-strong attributes of Londis. New PoS tells customers that all the Booker-sourced fruit and vegetables in the store now come straight from the growers – a move away from the traditional symbol

“ It has given us an energy boost and confidence – and the results speak for themselves **MARTIN SWADLING** ”



3



4

**STORE TOUR**

- 1 The new Good Taste Food Co brand will be available to stores to bring together food to go and coffee ranges
- 2 The aim was to adapt the store to modern shoppers' tastes and a 25% uplift in sales suggests this target has been met
- 3 The meal deal and bakery stands can be changed throughout the day thanks to wheels attached to the bottom of the units
- 4 Londis boss Martin Swadling and Peter Bhadal have been in discussions about this project for two years

**INFORMATION**

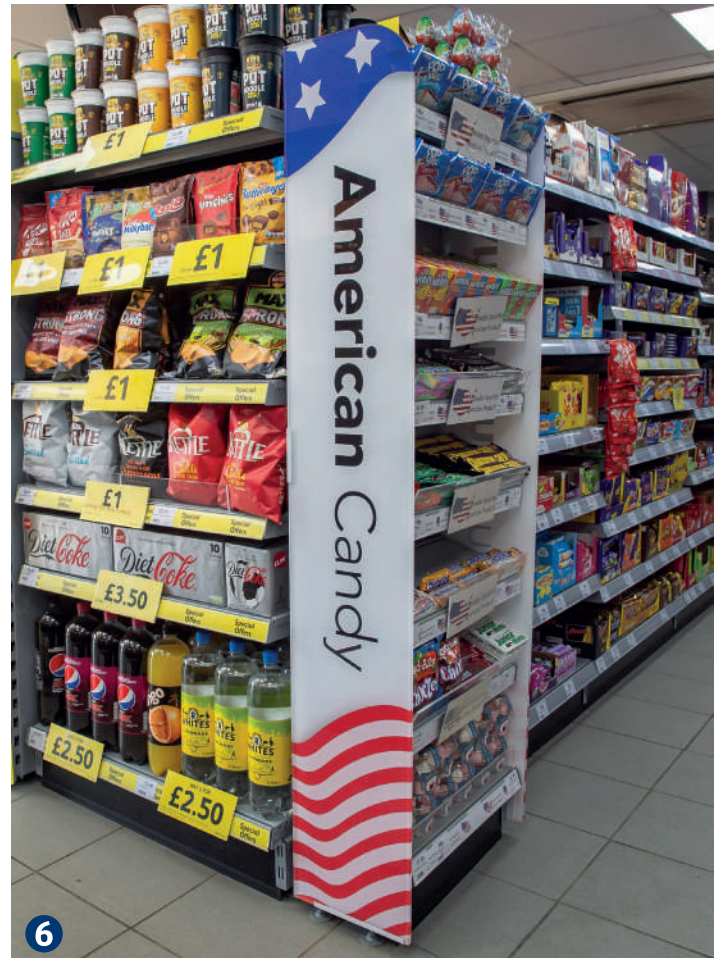
**Location**  
Londis Woodhouse Street, Leeds LS6 2PY

**Size**  
1,900sq ft

**Staff**  
Seven

**Turnover increase**  
25%

# STORE LOOKBOOK



group model of using specialist wholesalers to provide produce.

“We now negotiate straight with the grower – so we know which farm, which field, it comes from. It is important for customers to know that,” says Mr Swadling.

Londis is also looking to better communicate its pricing and promotions after HIM figures scored the group low on customer perception of value.

“Our point of sale was cluttered: it had lots of pictures, the Londis logo and you couldn’t see the price,” says Mr Swadling. “We’ve taken it right back with very simple but effective black-on-yellow price messages. On Pringles, for example, all you need to know is they are £1.24 and they are half price.”

So, has it all been worthwhile? “It is easier to knock down and rebuild a store, but this is an established business. The challenge here was to make an already-successful business more sales and more profit by adapting their offer,” Mr Swadling says.

With fresh sales up 50% and overall turnover up 25%, both symbol boss and retailer are satisfied. As Peter Bhadal says: “It has given us an energy boost and confidence – and the results speak for themselves.”



## STORE TOUR

- 5 Fresh produce and bakery items have replaced slow-selling lines such as canned goods and gift cards
- 6 Such is the popularity of American confectionery, it is now a must-stock category for most stores
- 7 Londis is also working on its value message – new PoS and on-screen displays help communicate promotions and pricing better



**NEW**  
6-12 months

# DISCOVER APTAMIL FOLLOW ON MILK WITH **PRONUTRA™ - ADVANCE**



PATENTED  
**NEXT  
GENERATION**  
FORMULATION

## Inspired by 40 years of pioneering breastmilk research

Important notice: Breastfeeding is best for your baby. Follow On milk should only be used as part of a mixed diet and not as a breastmilk substitute before 6 months. Use on advice of your healthcare professional. Vitamin D supports the normal function of the immune system.



**Raise them Ready**  
Aptamil Follow On Milk

Take a peek  
at our new pack design!  
Same ingredients, same taste.



Use Growing up milk as part of a varied, balanced diet from 1 year.

With Vitamin D and Calcium to support bone development. \*With Iron to support normal cognitive development.



Nourish their  
happiness

# SYMBOL NEWS

## Crime and rates concerns raised with minister

A Nisa retailer in Burton-on-Trent highlighted concerns surrounding business rates and shop crime during a visit by retail and small business minister Andrew Griffiths. Mr Griffiths, who is also Conservative MP for Burton, visited store manager Sukhjinder Gill on 29 June, alongside Association of Convenience Stores chief executive James Lowman. Mr Gill also discussed how retailers can take on new technology to improve productivity and the organisation of staff.



## Londis to future-proof businesses

Londis boss Martin Swadling has outlined his vision for the symbol group's development, highlighting emerging categories, such as protein, and a stronger focus on fresh, chilled and frozen.

Mr Swadling said: "The world is changing. News, mags, tobacco, lottery – all those traditional footfall drivers are declining. We need to future-proof these businesses."

Plans include a 1,300-page fresh-produce guide; new food-to-go brand The Good Taste Food Co; displays on wheels; bays for gluten-free and protein products; and greater marketing of Booker's 'direct from the growers' fruit and veg range.

Londis stores will also receive updated, simplified PoS after research showed consumers rate the group poorly on value.

**Hot weather, football and CO<sub>2</sub> to blame** 'Booker has a 10-case limit on soft drinks and alcohol'

# Retailers frustrated by drinks supply problems

by Alex Yau

alex.yau@newtrade.co.uk

Retailers have expressed ongoing frustrations over the poor availability of Carling 568ml cans amid worries about beer and soft drink sales being hit by CO<sub>2</sub> shortages.

Martin Ward, of Cowpen Lane News in Billingham, has bought more stock to minimise any potential damage.

He told RN: "Our Carling pint cans are out of stock and Booker has set a 10-case limit on soft drinks and alcohol, so we can't

buy any more. All we can do is make sure that we keep as much stock as possible and don't let down our customers."

Anish Parekh, of Londis Broadoak in Ashton-Under-Lyne, added: "Booker and Parfett's have no 568ml Carling at all and there has been a big gap in my store. Carling is one of my top three sellers, but we just have to find alternative products to help fill the shortage."

Dee Bee Wholesale managing director Nick Ramsden confirmed Carling had restricted

the delivery of the format to selected wholesalers until September.

He said: "We have been informed about the non-supply of Carling 568ml, but we are hoping shoppers will still purchase lagers in either another format or an alternative brand."

The issues come as CO<sub>2</sub> shortages have affected the availability of carbonated soft drinks and alcohol. The gas is also used to make dry ice and help preservation in the packaging of fresh meat and bread.

Warburtons has confirmed the production of

its crumpets has also been affected, while the British Meat Processors Association warned the situation might not improve until mid-July.

However, Alpesh Mistry, sales director of Carling parent-group Molson Coors, confirmed the two issues were unrelated. "The hot weather and World Cup have created unprecedented demand for Carling. By focusing temporarily on the 440ml and 500ml can, we can keep the packaging lines at our breweries running more quickly."

## Lidl plans 100th shop in Scotland

Lidl plans to expand its footprint in Scotland and open its 100th store by the end of 2019.

The discounter will invest in five new shops in Paisley, Dumbarton, Giffnock, East Kilbride and Edinburgh, as well as refurbish and expand sites in Glasgow, Motherwell, Aberdeen and Ayr.

Dennis Williams, of Premier Oxfangs Broadway in Edinburgh, said independent stores in the areas could compete by focusing on trends such as food to go.

He said: "An Aldi opened near us in November, but we've found having a deli and a coffee machine has helped us retain our customers because the discounters don't offer any of these services."

## Nisa members call for better Co-op margins

Nisa retailers have received the first batch of 800 Co-op own-brand products in their stores, but some store owners have called for better margins.

There are currently 49 products available, including crisps and microwaveable ready

meals. Two more roll-outs are expected by the end of the year.

Onkar Sandhu, of Sandhu Stores in Tamworth, told RN: "We have had some of Co-op's fresh lines come in and they do look good. But I would probably want better margins than the 29% average

across the range we are currently stocking."

Rav Garcha, of Nisa Hockley Stores in Birmingham, said he wanted to see how the Co-op range sits next to Nisa's own-label Heritage products.

He said: "We have got the full range from the first phase, but it will

all be down to how it sits next to Heritage and whether they can provide better margins. There will be some trial and error, but we have a range we can get behind – it is a good standard of product."

The roll-out follows Co-op's takeover of Nisa being fully cleared in May.

# NEWS & MAGS

## ASA rules against partwork

The Advertising Standards Authority (ASA) has banned a Hachette advertisement, after it was deemed misleading.

The publisher's advertising of its Routemaster bus replica collection priced the first edition at £1.99, with text informing customers: "130 issues. Usual price £8.99."

The ASA said the advert failed to state the second issue cost £4.99 with the 128 subsequent issues priced at £8.99, bringing the total cost to £1,157.70.

A Hachette spokesperson said: "We followed all ad guidelines set by the ASA to the letter, but they deemed the rules were not sufficient. We are disappointed, but we have to abide by the ASA's ruling."

## Mail most read news brand

The Mail is the UK's most-read news brand, according to the latest figures from Publishers Audience Measurement Company (PAMCo).

PAMCo launched in April as a replacement for the National Readership Survey. Its April 2017-March 2018 report looked at all of a company's print and digital brands to determine its monthly reach.

It found The Mail brand reached 29.25 million readers, versus The Sun's 29.18 million monthly readers.

However, The Sun still surpassed the Mail titles, with 9.4 million copies versus 8.5 million respectively.

The Mail welcomed the news, but declined to comment further.

**Half-price weekday editions offer** 'Subscribers will pay their local retailer or roundsman'

## Retailer initiative aims to create i subscribers

by **Marcello Perricone**

marcello.perricone@newtrade.co.uk

Retailers can encourage reader loyalty and increase regular profits by taking part in the i newspaper's first independent retailer initiative.

The 'i'm On Your Side' project and its sister initiative 'i'm Free at the iWeekend' are scheduled to begin in September, and will aim to help retailers convert casual i readers into six-day subscribers.

The promotion consists of vouchers given by retailers to customers offering

50% off weekday editions of the i. Readers who collect five vouchers in a week become eligible for a free copy of the newspaper at the weekend.

Retailers who participate are reimbursed the costs of the weekend copies and rewarded £5 for every subscriber, and have the chance to win £500 in a monthly draw. Newsagents are also given the choice to offer new subscribers six weeks of free home delivery through the Deliver My Newspaper scheme.

Johnston Press, the publisher of the i, hopes the incentive will increase the number of subscribers who get their copies at local newsagents or through roundsmen.

Paul Bacon, sales and marketing manager at Johnston Press, told RN: "i'm On Your Side has been developed as a response to retailers who feel they can introduce the i to a new audience and gives existing buyers a good offer that will lead to a higher number of purchases."

"We don't deliver newspapers directly, which means subscribers will pay and make arrangements directly with their local retailer or roundsman."

Mark Dudden, from Albany News, Cardiff, welcomed the initiative: "I used to do a lot of work with the i, but since Johnston Press took over, our promotional activity with them has dried up. They stopped doing promotions with me, but I would be supportive of vouchers and anything else they do to help."

## New crochet mag is designed for all skill levels

Practical Publishing has developed craft magazine Your Crochet & Knitting to capitalise on the growing interest in crochet. Editor Angela Hatton said: "Your Crochet & Knitting is all about providing readers with simple and easy projects and instructions, so anyone can start creating something special, even if they've never crocheted or knitted before." The title is aimed at enthusiasts and newcomers, and is priced £8.99.



## NFRN and DHL in Pass My Parcel talks

Retailers have welcomed news of the acquisition of the Pass My Parcel delivery service by logistics company DHL.

The takeover comes following the closure of the Smiths News service earlier this month.

David Lomas, of Lomas News, Bury, predicted DHL

would help resolve any outstanding issues. He told RN: "It's an amazing idea - it's really good for footfall, and it is such an easy experience for customers. Smiths' network was slightly flawed with some delayed deliveries and pickups, but DHL has a better network in place."

Pass My Parcel head of brand network Bronwen House confirmed there will be no immediate change to the service, with retailers not required to take action. The NFRN will meet with DHL to discuss the transition and any new agreements that may affect its members.

Peter Fuller, chief executive of DHL's parent company UK Mail, said: "We are fully committed to the maintenance and growth of the parcel shop network, and look forward to working in partnership towards achieving a period of sustained growth."

# YOUR NEWS

**Workable, beneficial DRS wanted** 'We have engaged like-minded politicians in discussions'

## SGF and NFRN to work on Scottish deposit scheme

by Megan Humphrey

megan.humphrey@newtrade.co.uk

The Scottish Grocers Federation (SGF) has pledged to ensure that any deposit return scheme (DRS) in Scotland will be workable for retailers.

The announcement follows the publication of a consultation from the Scottish government focusing on the potential format and structure of the scheme.

SGF chief executive Pete Cheema told RN: "We do not want a compulsory system but one where retailers can choose to take part."

The SGF, alongside Zero Waste Scotland, acknowledged the challenges a DRS could present retailers, following an initial backlash when it was first proposed.

Mo Razzaq, owner of a Family Shopper store in Blantyre, Glasgow, told RN: "Smaller retailers were worried that if the scheme was made mandatory they would suffer, due to the time constraints on manual handling, not having the space to accommodate long queues and the smell empty containers would make in their shops."

However, Mr Razzaq said the NFRN was sup-

portive of the scheme and its early engagement in discussions had helped raise independent retailers' concerns.

He told RN: "Thanks to the support of the NFRN, we were able to set up a committee and speak to stakeholders about how to approach this."

NFRN president Mike Mitchelson said the NFRN is the only retail trade organisation fully supporting the DRS. He told RN: "We believe that as responsible retailers, our members have a duty to play a proactive role in helping to reduce littering and increasing recycling rates.

"We have already been engaging with like-minded stakeholders and politicians in discussions and debates in Holyrood and Westminster. Ultimately, we want to see a solution that is robust and independently run, and that benefits, rather than hinders, independent retailers."

Meanwhile, Zero Waste Scotland is working with the government to ensure no recycling burden is placed on retailers. Jamie House, from Spar in Bellabeg, Aberdeenshire, said: "As long as there's no administration or time burden on the business then it's a fantastic idea."

## Lucozade PMPs lift sales 38%

Stocking pricemarked packs of Lucozade has helped one retailer increase sales of the energy drink by 30%, resulting in an overall soft drink sales increase of 38%.

Barry Seymour, of Littleton Londis in West Yorkshire, who took part in RN's category management project in conjunction with Lucozade Energy in April and May, saw a 75% increase in sales across his entire Lucozade Orange range.

Mr Seymour told RN: "We are planning on having a refit soon, but I plan to keep the display exactly how the team categorised it, as it seems to be working."

Furthermore, he also saw a 64% increase in sales of 500ml Lucozade Sport Mango & Passion Fruit.

## Retail power highlight of NFRN show



More than 250 retailers and 40 suppliers attended the free NFRN London district trade show last week

Suppliers are looking to either enhance routes to market or seek new ones, according to feedback from the NFRN London district trade show.

Last Tuesday, more than 250 independent retailers attended the free event in Wembley, getting the

chance to speak to more than 40 suppliers. Kamal Thaker, owner of Stop Shop News in Edgware, told RN the event was a success.

He said: "It was an excellent evening. All the suppliers were very pleased with the turnout but were more

pleased with the quality of the retailers.

"The big players were keen to take advantage of the independents' buying power and offer them better profitability."

Lead sponsor Philip Morris International (PMI) was promoting its newly



## PayPoint turns Tide deal

PayPoint has signed a partnership with UK bank Tide that will enable customers to deposit cash directly into their Tide accounts at any of PayPoint's 29,000 retailers.

The deal means Tide customers now have more control of when and where they can add funds to their accounts. The Post Office has also added Tide banking to its services.

Anish Parekh, from Londis Broadoak & Post Office in Greater Manchester, said exclusive partnerships were positive for retailers.

He told RN: "When customers come in to deposit cash, they are encouraged to make impulse sales from our displays and merchandising."

launched heat-not-burn tobacco product IQOS.

Mr Thaker said: "PMI held regular seminars throughout the evening to explain the IQOS system and had a special deal for retailers to buy on the night. They communicated with nearly 100 retailers."

# BRAND SNAPSHOT



## Pink pizzazz

Casillero del Diablo's revamped Summer Rosé has a new bottle design, a lighter colour and a softer flavour profile.



## Globe-trotting crisps

Kettle Chips' Buttermilk Chicken & Sriracha Mayo and Patatas Bravas with Paprika & Aioli are inspired by growing interest in world food flavours.



## Taste collisions

Doritos Collisions have an RRP of £1.99, and are available in Honey Glazed Ribbs & Lemon Blast and Habanero Chilli & Guacamole flavours.



## Ribena's gig gifts

Ribena's 'Pick Your Own Gig' on-pack promotion gives consumers the chance to win prizes, including £200 of Ticketmaster vouchers.



## Naked changes

Naked has introduced a new pack design for its smoothies, launched an improved Tropical Punch and created a Protein Pomegranate variant.



## Tropical storms

Britvic's Robinsons Tropical arrives in time for the summer season. It is available exclusively to the wholesale channel and has an RRP of £1.49.



## Knorr goes organic

Unilever is expanding its Knorr portfolio with a new organic range that includes Organic Liquid Stock and Knorr Organic Stock Pots.



## Grab Fruittella and go

Perfetti Van Melle has added a grab-and-go format to its Fruittella sugar-free portfolio that contains 99 calories per pack.



## Imperial's new crush

Imperial Tobacco has created two new Superking Crushball variants: JPS Player's Superkings Crushball and L&B Blue Ice Crushball Superkings.

➔ **Priyanka Jethwa**  
 ✉ priyanka.jethwa@newtrade.co.uk  
 ☎ 020 7689 3355  
 📧 @priyanka\_RN



### A new Jaffa Cake

McVitie's limited edition Lemon & Lime Jaffa Cakes will be available for one year to independents and come in a £1 pricemarked pack.



### The Nut Nut's Nut

KP Snacks' 'The Nut Nut's Nut' campaign is back this year until August, and focuses on attracting younger shoppers to buy KP Nuts.



### Cider's diversity

Bulmers has teamed up with Channel 4 for its first TV campaign in four years, which focuses on the diversity of British culture.



# ACADEMY IN ACTION



**INDEPENDENT**  
Achievers Academy



Three-month follow-up:

## Effective Ranging

In March, Tina Childs, from Coca-Cola European Partners, joined retailer David Ramsey to improve his range. Three months on, we find out the results

### IAA ADVICE

- 1 Add zero-calorie options and group product types together to make categories such as soft drinks easier to shop
- 2 Research specialist alcohol suppliers and offer tasting and in-store events to raise awareness of the new range
- 3 Ask customers which food to go items they would like, then reposition products for a better shopping experience

### THE RESULTS

“ We implemented a new planogram for our fridges and have seen amazing sales increases. We repositioned the flavoured Diet Coke and Coca-Cola Zero Sugar varieties, and they are now selling the same amount as Coca-Cola Classic. We have also extended our alcohol range with products such as India pale ales. The new lines we added are outselling existing products two to one. We also have a notepad at the counter for customer feedback.”

### PARTNER ADVICE

“ I am pleased David has achieved good results and improved his product range. Meeting shopper needs and offering choice is key to developing his shop long-term as it encourages customers to come back.”

**Tina Childs**  
Category Manager  
Coca-Cola European Partners



### FIND OUT MORE

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

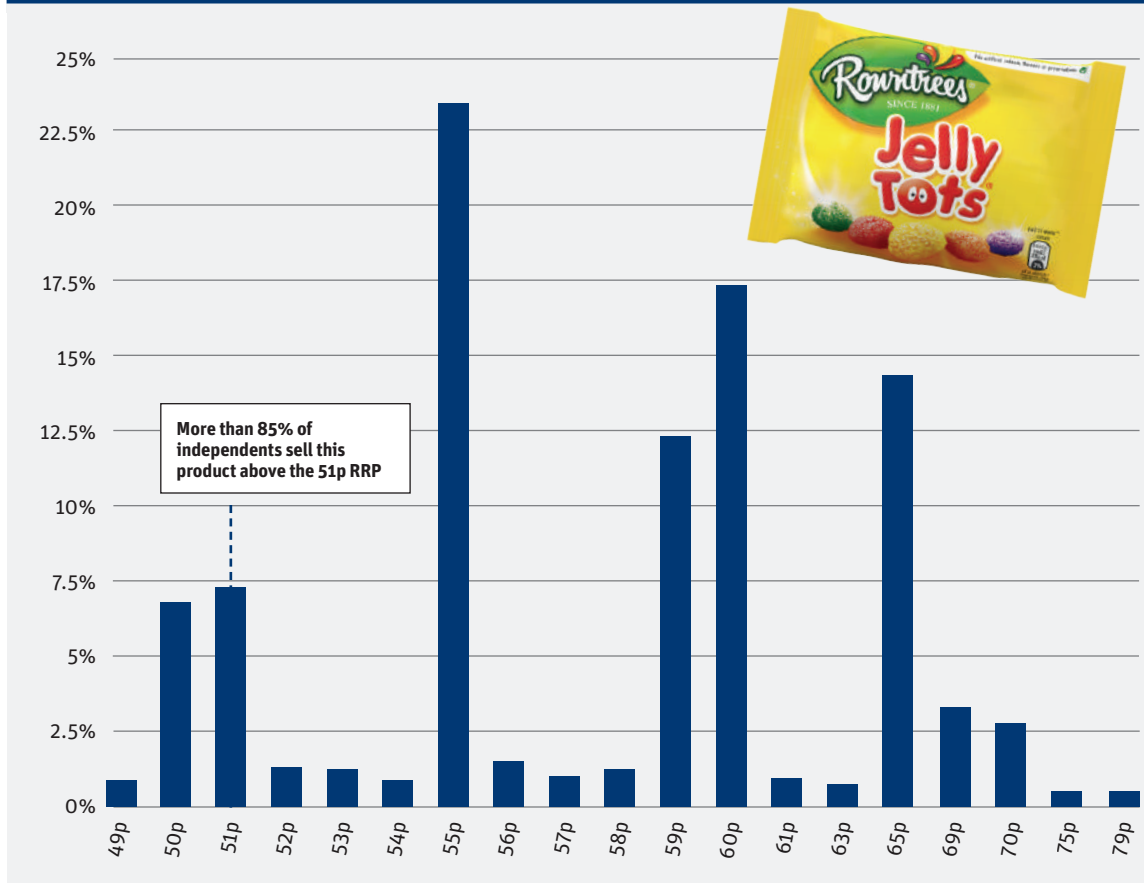
Next week: Digital Engagement

# PRICEWATCH

## Profit checker Sugar confectionery/snacks

## Price checker

### ROWNTREE'S JELLY TOTS 42G Price distribution %



## Analysis

More than 85% of retailers in this week's Profit Checker graph chose to price above Booker's 51p RRP on a 42g bag of Rowntree's Jelly Tots. However, only 8% of retailers chose to add more than 15p.

There was not much price difference between the four most popular options, either, which were 55p (23.2%), 59p (12.3%), 60p (17.2%) and 65p (14.3%). This trend was reflected in this week's Price Check-

er table, where eight products were priced above RRP on average.

Adding 5p onto RRP resulted in average margins of 35% for the four retailers interviewed, as customers preferred savings on sharing packs.

### PRODUCT

**Rowntree's Fruit Pastilles**  
52g

**Vimto Fizzy Ripa Roll**  
36g

**Rowntree's Jelly Tots**  
42g

**Skittles**  
55g

**Butterkist Crunchy Toffee Popcorn**  
85g

**Fruittella Strawberry**  
41g

**Starburst Fruit Chews**  
45g

**Maynards Bassetts Wine Gums (PMP)**  
52g

**Mr Tom Peanut Crunch**  
40g

**Maynards Bassetts Wine Gums**  
52g

**Maynards Bassetts Cherry Drops**  
45g

**Chewits Strawberry**  
30g

## How we drive our profit

### Harj Dhasee

**STORE** Nisa Village Stores  
**LOCATION** Mickleton  
**SIZE** 1,600sq ft  
**TYPE** neighbourhood

#### TOP TIP

Always ensure you have a wide range of sugar confectionery to cater for all age groups



**We normally go** above RRP, but how much depends on the type of sugar confectionery we purchase from Nisa. As a general rule of thumb, we aim for margins of 35% on sugar confectionery and the average price we charge is 69p. They are impulse items and, although we have competition from several other independent retailers nearby, customers are not really too bothered about paying a few extra pence for a bag of sugar confectionery. It is only with multibuy and sharing bags that customers are looking for more value.

### Harj Gill

**STORE** Select & Save The Windmill  
**LOCATION** Rubery, Birmingham  
**SIZE** 2,600sq ft  
**TYPE** parade

#### TOP TIP

Rotate the products in your range because otherwise customers will get bored of what is on offer



**The majority of** our sugar confectionery is pricemarked, but we normally add 3p to 5p on top of the RRP on certain lines. This gives us average margins of 35%. Bags of sugar confectionery are impulse items and customers won't mind paying a little extra for them. We have quite a large 15m confectionery bay near the front of the store which helps draw customers' attention. We have found legislation such as the sugar tax hasn't done much to affect sales because customers still want to treat themselves with the occasional bag of sweets.



**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 HIGH STREET POST OFFICE AND STORE IN GLASGOW SUBURB	RETAILER 2 SMALL C-STORE IN RESIDENTIAL AREA OF CUMBRIAN TOWN	RETAILER 3 LARGE VILLAGE C-STORE IN HUMBERSIDE	RETAILER 4 SUBURBAN OFF-LICENCE IN BIRMINGHAM SHOPPING PARADE	RETAILER 5 C-STORE IN SMALL CAMBRIDGESHIRE VILLAGE	RETAILER 6 DEVON VILLAGE STORE
60p	51p	69p	56p	-	59p	65p	-
49p	49p	-	-	-	-	50p	45p
58p	51p	69p	55p	65p	-	59p	55p
59p	49p	69p	65p	65p	-	55p	52p
£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00	£1.00
53p	49p	-	49p	49p	50p	-	49p
58p	49p	69p	55p	-	-	-	53p
50p	50p	-	50p	50p	50p	50p	50p
49p	40p	-	-	-	50p	-	-
62p	69p	69p	-	-	59p	-	-
62p	56p	-	-	64p	59p	75p	68p
44p	39p	45p	39p	39p	-	50p	39p

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Samantha Coldbeck

Wharfedale Premier, Hull

Samba Catering  
 (£1.39 per sandwich)



#### Where did you discover them?

We have known the company for about three years now, which is when they first came into the shop and offered us a few samples. They are based two miles away, which means we can trust each delivery is fresh. We get three deliveries a week and they also operate on a sale or return model.

#### Who buys them?

We have an established customer base of families and schoolchildren nearby, but we also have a lot of workmen in the area. As a result, there is a lot of demand throughout the day and customers will either buy the products to have at lunch or as a snack for later. We don't just sell sandwiches, either, as the company also supplies products such as salad boxes.

#### Why are they so successful?

We sell 150 of the sandwiches each week, so they are quite popular. The range is quite extensive and they're at an affordable price. The packaging is well-designed and customers comment on the fact they look more premium than the price suggests. It also helps that they are freshly produced every day.

## Raj Singh

**STORE** Londis Middleton Road  
**LOCATION** Banbury  
**SIZE** 1,800sq ft  
**TYPE** town centre

#### TOP TIP

Stock specialist products which aren't available elsewhere because this helps you stand out even more



**We do have** the regular confectionery brands by the till, but we find there is an opportunity to differentiate with more specialist products. We have a two-metre bay in the store which is dedicated to international sweets, such as those imported from the United States and Poland. We have a big Polish community around the area, so there is demand. There is also a school nearby, and the kids will often go to the confectionery section before and after school, and also during their lunch breaks. They will often try and persuade their parents to buy them sweets, too.

## Ken Singh

**STORE** Mill Hill Stores  
**LOCATION** Pontefract  
**SIZE** 800sq ft  
**TYPE** suburban

#### TOP TIP

Give more space to sugar confectionery in the summer because chocolate sales tend to go down in this period



**My sugar confectionery** is purchased from Booker and, when they are not on promotion, I normally chase margins of 35% by adding 10p on top of the RRP. But I never add more than that to the RRP because I risk chasing away customers. Some of my most popular products are Wine Gums, Jelly Tots, Randoms and Fruit Pastilles. Sugar confectionery is enough of an impulse category that shoppers won't bat an eyelid if they have to pay a little extra. There are lots of schools and families nearby, which means I have good demand from the surrounding customer base.

# STORE ADVICE



## Boost your business with the Post Office

Are you making the most of your post office? RN rejoins the Post Office's **Peter Johnson** and **Mark Irvin**, with mentor **Ramesh Shingadia**, as they work with two retailers that have new branches to increase basket spend

**S**ince 2012, the Post Office has been modernising its network, transforming more than 7,500 branches. Thousands of franchises became available, creating an opportunity for independent retailers to offer more services to their local communities. Since then, many retailers have opened branches in their stores. Here, Post Office representatives, together with a successful mentor in the category, provide tailored advice on how to become the stores shoppers choose to go to – and increase their basket spend.



### FOCUS ON AMARJIT RAKHRA

The Convenience Store,  
New Oxford Street,  
London

“I would like to increase my post office sales. The shop is in a good location but it is laid out over two floors. How do I get people to come downstairs? And because of the narrow shop front, another challenge is to inform people in the area of the services we provide.”



### Mark and Peter advise

“Amarjit’s new post office is in a prime location and is the only one in London open 24 hours a day, seven days a week. To inspire additional spend, staff can recommend customers look at the great range of stationery downstairs and floor markings would encourage them to walk through the shop.”



### Ramesh advises

“Amarjit’s shop is in a very good location and the initial impression is great. He has to make sure the queue is managed properly at peak times, which will make a big difference.”

### Before



### ACTION PLAN

- 1 RECOMMEND OTHER AREAS** Have staff suggest a visit to the downstairs area, containing stationery, to existing customers already browsing the shop.
- 2 DEVELOP ONLINE PRESENCE** Update your Google profile and create a social media presence on Facebook and Twitter to increase awareness and attract more customers.
- 3 DIRECT CUSTOMERS' FLOW** Manage queues by using adhesive footprints on the shop floor and by guiding customers through the shop.

### THE EXPERTS

#### MARK IRVIN

Local relationship manager,  
Post Office

#### PETER JOHNSON

Deputy director network  
transformation programme,  
Post Office



### THE MENTOR

#### RAMESH SHINGADIA

Shingadia's Londis  
Southwater & Post Office,  
Southwater



in association with



## POST OFFICE'S TIPS FOR YOUR STORE

- 1** Market your presence in-store, online and on social media.
- 2** Cross-sell the other areas of your store to get shoppers purchasing more.
- 3** Measure and reward great customer service from your staff.

## THE OPPORTUNITY



On average, it takes less than **30 seconds** to serve a post office customer



**73%** of customers say the post office was their main reason for being in-store

## RAMESH'S TIP FOR YOUR STORE

“Develop two clear strategies: one for the post office, and one for retail. The post office needs to create additional footfall, and the shop needs to entice new customers to look at the retail side. Think about your current shoppers and who your prospective shoppers could be.”



### FOCUS ON RAAJ SANGHA

One Stop Jerry's Lane, Erdington, Birmingham

“One of my challenges is converting the extra footfall the post office brings into retail customers. I'd like to maximise the efficiency of my staff. I'm excited about turning today's discussion into action, increasing the number of retail shoppers and upselling to customers.”



### Mark and Peter advise

“Raaj's branch has gone from zero to around 1,000 customer sessions a week since opening. To integrate the post office further, he can ensure staff are delivering the expected level of customer service, designating a post office champion to take ownership of this section and push the team to excel.”



### Ramesh advises

“Raaj knows retailing and post offices go hand-in-hand and he has to make sure the counter doesn't operate as a standalone. Additional staff training on customer service will enable them to upsell products and services and make him stand out.”

### Before



## ACTION PLAN

- 1 UPSELL SERVICE** Ensure staff use the five Ws: “Where's it going? What's in your item? When does it need to arrive? What's the value? Would you like a signature?”
- 2 DEDICATED STAFF MEMBERS** Allocate specific employees to take responsibility for the section – they will be invested in its success, ensuring things run smoothly.
- 3 MONITOR SUCCESS** Monitor employee performance using scorecards and offer small prizes as an incentive to maintain standards.

## What happens next?

Amarjit and Raaj have followed the Post Office and Ramesh's advice since the visits in March. We'll track the 12-week sales data at both stores to see how the changes help increase sales.



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

**20 JULY**



## GET INVOLVED

If you would like to add a post office and improve the performance of your store, call **020 7689 0500** or visit [betterRetailing.com/post-office-footfall1](http://betterRetailing.com/post-office-footfall1)

# YOUR VIEWS

## Media Scotland is hypocritical

We received a notification on Monday morning informing us that the Sunday Mail, one of Media Scotland's national titles, was increasing its price by 10p to £1.90. The profit per copy is now roughly 39p, which is a reported increase. However, it also means the margins have been reduced by 0.6%.

I find this hypocritical, as the front page of the Mirror on Monday discussed campaigning to improve business rates for smaller businesses.

This is a direct way the Mirror is taking revenue from the high street and overall market. Although the profit per copy is increasing, it makes no difference when the margins are reducing.

**David Woodrow**  
National councillor, NFRN

**John Howard, newspaper sales director for nationals at Reach Plc, said:** "Mirror and Media Scotland national titles have increased cover price nine times since last summer, and on seven of those occasions,

*we have passed on a pro-rata adjustment in terms of profit/copy sold. On the remaining two occasions, including this one, we have still afforded retailers an increase. However, we shall be contacting Mr Woodrow separately on this matter."*

## Alipay helps us fight against the multiples

We recently installed Alipay, which is a payment system used a lot in China.

We decided to get it because we have had an influx of Chinese students in the area, being based near Plymouth University. It's something we originally came across when we signed up to Zapper and knew it was also popular in places such as South Africa.

We are introducing this to make sure we are catering to everyone's needs. We like to try new things like this, and make sure we are keeping up to date with the latest technology, especially if we are to compete against the multiples and stand out.

**Peter Ewing**  
Spar North Hill, Plymouth

## Smiths is late yet again

Last week, we received a notice from Smiths News in Bodmin informing us that its vehicle had been 'impounded'. We were left without our copies of the Telegraph, The Times and The Sun, which were sent out on a rerun to us.

If the delivery is late by one hour, the knock-on effect for us is three hours. This costs us money and time, and messes up our entire schedule for the day.

This has happened to us four times in the past 10 days - it's become an annoying, regular occurrence. I contacted Smiths and was told I would be called back, but this still hasn't happened.

**Carl Smith**  
Premier Park Road Store, Fowey

**A Smiths News spokesperson said:** "This is an unfortunate case that was outside our control. When incidents like this happen, we work hard to minimise any impact. We have spoken with Mr Smith and discussed how communication can be improved. We continue to engage with our publishers and retailers to ensure deliveries are made on time and in full."

## AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I hope by the time you are reading this the weather will have changed slightly and it will be just a bit cooler. After a week of driving around in my little van with clouds of dust behind me and my clothing wet with sweat, I am sorry to say that the novelty of the hot weather has worn off, and a shower or two - or three - would be very welcome. Mind you, the post office and Norbury Wharf shop are rejoicing in it, as ice cream sales have gone through the roof, and the farmers have managed to get the hay harvest done very quickly.

Starting next week, I have a fortnight of disruption and diversions, as they are closing the road between Shebdon and Adbaston again. The trouble is no one seems to know which utility service requires it to be closed, so no one can contact anyone to find out the specific nature of the work or why the closure is taking place.

One thing I do know is it means a very long diversion all round Knighton and Flashbrooke, to get to Adbaston and Doley. But what's another 10 miles or so and 45 minutes extra on my mornings? I will have to turn around at Adbaston and go all the way around again in the other direction to finish my round.

On Wednesday, there was a coach trip from Woodseaves to Welshpool and Llangollen for the over-55s club. A good day was had by all except for one couple - the lady concerned had her handbag stolen while having lunch. On top of that, they had left their car in the village hall car park and the keys were in the missing bag. Fortunately, a kind-hearted person took them home to get the spare key.

## YOUR SAY What impact is the carbon dioxide shortage having on your store?



### Joey Duhra

Jules Premier Convenience Store, Shropshire  
Certain lines have become unavailable because of the shortage, and as soon as the cash and carry receive them, they are out the door. However, there is such a demand for fizzy drinks at the moment because of the weather, we are finding customers aren't too bothered about specific lines and are just grabbing a drink regardless. I've just begun introducing new lines

with whatever the cash and carry has in stock.

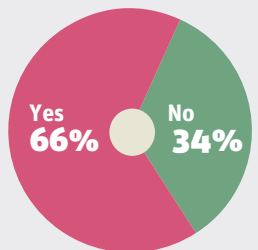
### Josh Taylor

Tywardreath Village Store, Par  
I've only received a few letters from suppliers letting us know about it. Obviously, fizzy drinks are a good section of our sales in the shop and I do wonder how it will affect small retailers like me. However, at the moment, we still have a good portion of stock left, as well as a variety of still drinks, so I'll just see how it develops.

### Paul Edwards

Edwards at Townfield, Wirral  
It's crazy! Why have so many producers shut down at the same time? Surely there's an underlying reason? But when it comes to my shop, I'm not having sleepless nights over it - I've got bigger worries than that. We already have a 20-case limit with our cash and carry, and if customers can't have one brand, they will just move on to another. But there's nothing we or our customers can do about it.

## RN READER POLL



**Are you worried about the carbon dioxide shortage?**

### NEXT WEEK'S QUESTION

Will the acquisition of Payzone by the Post Office drive extra footfall in your store?

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

# STOCK THE BEST-SELLING WORLD BEER IN IMPULSE\*

- San Miguel delivers 18.7% of the segment's volume
- San Miguel is growing value at 7.5% year-on-year



Supported by a national cinema, print and digital advertising campaign to drive awareness with consumers and encourage purchase.

Enjoy Responsibly  
[drinkaware.co.uk](http://drinkaware.co.uk) for the facts

\*Nielsen MAT to 24/03/2018 Total Impulse, World Lager Category



EXPLORING  
THE  
WORLD  
SINCE  
1890

# BEER & CIDER

## CRAFT OR CORE?

This is the perfect time of year to grow beer and cider sales, and if you are able to source stock during the ongoing CO<sub>2</sub> shortage, then **Priyanka Jethwa** has just the insight and advice you need

**B**alancing a craft, premium and no- and low-alcohol beer and cider range doesn't have to be complicated, but with the growing demand in all three sub-categories, it is essential you get it right. To find out how to do this, we spoke to leading and emerging suppliers, including Heineken, Sheppy's, Thatchers, Big Drop Brewing Co and Nirvana Brewery, to investigate the trends in each area. We also find out from Mital Morar, who runs the trendy Ancoats General Store in Manchester, and Marija Lewis, whose Bargain Booze Mary St in Porthcawl has become a destination store for new alcohol products, how they have perfected their beer and cider ranges for their shoppers.



### THREE THINGS YOU NEED TO KNOW ABOUT THE BEER AND CIDER CATEGORY THIS SUMMER

- 1 For those looking for a treat...** Shoppers are increasingly looking to trade up to enjoy a treat at home – and as a result, demand for premium beer and cider has grown. Toby Lancaster, category and shopper marketing director for Heineken, says it is crucial retailers ensure their chillers are fully stocked for the World Cup and summer period with premium options. “Ensuring the correct range and pack sizes are available and kept chilled will see a spike in sales during this time,”

“Shoppers are increasingly looking to trade up to enjoy a treat at home



he says. “Cross-merchandising premium alcoholic beverages with meals, meanwhile, can also help increase sales.”



According to Heineken, the number of occasions when people consume alcohol with a meal has increased by more than 5% in the past four years, and Mr Lancaster says positioning beers and ciders with food can boost sales as shoppers plan barbecues and other summer events. James Kennedy, head of off-trade at Thatchers Cider, says premium apple ciders are also in growth. “Thatchers Gold and Thatchers Haze are driving growth in the apple cider category, because they offer retailers higher margins,” he says.

**2 For those wanting something different...** Craft beer and cider are increasing in popularity, especially among millennials, who are looking for heritage brands that have traditional credentials. David Sheppy, director at Sheppy’s Cider, says this age group prefers craft beer and cider brands that have a back story and are willing to pay more for them. “44% of cider drinkers are interested in the heritage of their chosen cider brand, and with the growing trend in canned ciders, we recently launched a new 330ml format of our VAT 07 Cloudy Cider and VAT 14 Classic Cider.” Their popularity, he says, is partly because they are easy to open and lighter to carry.

Byron Biroli, marketing and development at Nirvana Brewery, agrees, adding the craft category is a dynamic segment that is being inspired by shoppers being a lot more interested in the traceability, provenance and ingredients of their drink. “This means shoppers are also willing to pay more for craft labels, helping retailers increase their profit in the category.”



**Once shoppers know you stock it, they are likely to make a repeat purchase**



**3 For those abstaining...** One in five adults are now teetotal in the UK, and retailers should therefore be aware of the rise in the trend for low- and no-alcohol options.

Rob Fink, founder at craft beer brand Big Drop Brewing Co, says shoppers are actively seeking out low-alcohol beers, either as an impulse purchase, because they are driving or as a healthy lifestyle choice. “To maximise profit in the low-alcohol category, we recommend retailers draw attention to the range by creating a dedicated low-alcohol display, rather than mixing with full-strength counterparts. This way, customers looking for a low-alcohol drink will know where to go, rather than scouring the shelves.”

Byron Biroli, at Nirvana Brewery, says offering low-alcohol beer helps retailers differentiate themselves from multiples. “Once shoppers know you stock it, they are likely to make a repeat purchase and use your store as a destination. This is because independents are in a better position to offer new and upcoming brands,” he says.

## HOW ARE RETAILERS BALANCING PREMIUM, LOW- AND NO-ALCOHOL, AND CRAFT BEER AND CIDER?



**Marija Lewis**  
Bargain Booze Mary St,  
Porthcawl

Now that summer has finally kicked in, sales of cider have grown around 15% for us. We generally tend to stick to mainstream brands of cider and beer – however, we have invested in a few premium, world beer lines such as Asahi and Birra Moretti, which are quite popular. This is because when shoppers go on holiday and come across

a brand they like, they come and look for it in our store. We also have a range of Greek lagers that are popular, alongside eight low-alcohol lines. As we have a mixture of shoppers, it’s important to invest in premium, low- and no-alcohol and craft, as this way everyone is catered for. Also, along with keeping up with what is trending via the press, Bestway’s Bargain Booze team also help us promote new products.



**Mital Morar**  
Ancoats General Store,  
Manchester

We try and cater for the majority when it comes to our beer and cider selection, while putting our own twist on it by offering shoppers fashionable and trendy beers and ciders – something they might not have heard of before. There is definitely an appetite for craft beer and cider brands, alongside premium labels. I think

all retailers should stock a range of craft, no- and low-alcohol, and premium beers and ciders, because this will help them become a one-stop shop in the category. Low-alcohol beer around 2% to 2.5% ABV is definitely trending at the moment, and it’s not just a lifestyle choice, but because shoppers like the taste of it. Heineken 0.0 in particular is very popular, as well as a German brand called Schöfferhofer, which always does well in the summer. ●

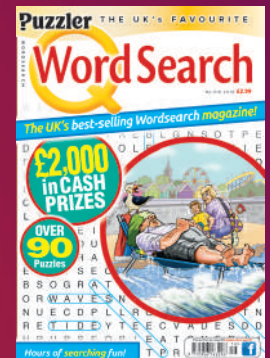
# THE UK'S No.1

## Puzzler

**PLACE YOUR ORDER TODAY!**



\*



\*The Nation's **BIGGEST-SELLING** puzzle magazine and in the top 40 of all magazines in the UK.

**LOOK OUT** for **BUMPER** issues with **HUGE PRIZES** and **FREE GIFTS** over the key-selling summer months to maximise your profits!

**CHOOSE THE BEST!**



# PUZZLE MAGAZINES



Here's  
the answer

In a tough market, finding areas where magazines are doing well is a challenge. **Marcello Perricone** guides you to a solution to that riddle

**P**uzzle magazines are one of the few segments in the magazines market to experience annual growth.

According to wholesaler data, while magazines overall lost 7.7% of their total year-on-year circulation between March 2017 and February 2018, puzzles defied expectations, with copy sales up by 1.7%.

But sales of puzzle titles are influenced by the seasons, and there is no bigger sales period than the warmer months of June, July and August.

"People prefer to spend time outside or travelling, and puzzle magazines are a great way to relax," says Melanie Hyde, newstrade marketing manager for Bauer. "Summer is a really key time for puzzles, delivering around 32% to 35% of the total revenue for the year in just a quarter of the time period."

With more than 200 titles in the market, however, retailers face a challenge deciding which titles to stock. So, as summer sales pick up and customers begin to put down their devices and head off on holiday, RN looks at three ways publishers are investing in independents to help drive sales, and the titles they advise them to focus on.

## Innovation & in-store support

"It's important to keep innovating and responding to changes in the market," says Guy Haslam, managing editor of Eye to Eye Puzzles. "We've launched the easy-to-carry PuzzlePad format and expanded every sub-genre with new titles, increasing our market share in the past five years from 4% to 15%."

Like the rest of the sector, Eye to Eye sees a huge uplift during the summer, and it focuses on addressing retailers' and customers' needs to capitalise on it.

"We always listen to customers and retailers, and a big part of it is putting out formats that suit their lifestyles, like the Puzzle Annual Summer Special and our new PuzzlePads with tear-off pages which are perfect for puzzles on-the-go," Mr Haslam says.

Independents play a key role in these sales, and Eye to Eye is therefore investing in support for them: "Our new sales manager's primary goal is a stronger and more profitable relationship with independents, to drive the fundamentals of distribution, availability, visibility and sales volume. But having a presence in-store to develop relationships with retailers is key," Mr Haslam says.



A big part of it is putting out formats that suit their lifestyles

Part of that relationship, he says, is supporting independents with products and in-store fixtures.

"We colour-code sub-categories to make it easy for readers to find the puzzle types they enjoy, and we see good results when retailers use our clip-on shelf units for regular titles or pads. We're always on hand to offer advice on planograms and displays."

**TOP TITLES** Family Wordsearch Jumbo, Lucky Seven Crossword Coll'n, PuzzlePad Wordsearch Super

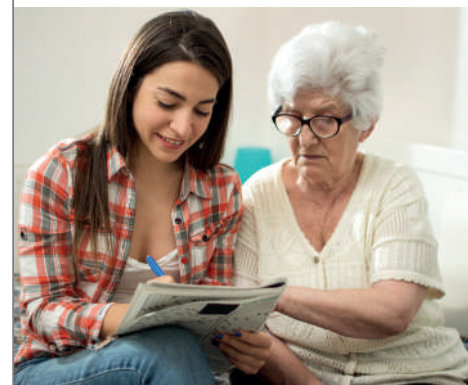


## Great magazines and ranges

"We concentrate our resources to ensure we create the best titles, such as Puzzler Collection and Puzzler Q Word Search. People know and trust the Puzzler brand," says Shameem Begg, promotions and innovations manager at Puzzler Media.

Like other publishers, Puzzler invests in free pens and competitions to create more appealing magazines, but it leans on more than 45 years of experience and in-house editors to create the best possible content.

"We know the key things puzzle fans look for, including lots of quality puzzles and value for money. Over the summer, we have double-pagination in most mags to give customers more of what they love," Ms Begg says. "This means we're able to increase the cover price of bumper issues, as quick, low-profit sales do no favours to newsagents." >>>



# PUZZLE MAGAZINES

## HAVE YOUR SAY



**Graham Doubleday**

Newsmarket, Ashton under Lyne

**Best-selling category: Mixed puzzles**

We sell loads of puzzle magazines – we have nearly 20 options for customers, and about half of them sell out. Women in particular really like them, and we have one girl who knows what she likes and comes by every month for crosswords.



**Mark Dudden**

Albany News, Cardiff

**Best-selling category: Criss Cross**

We've got quite a few of these magazines – we have a four-foot shelf with more than 10 different puzzle titles on it. We have regular customers who know exactly when the magazines come out, and they come over to buy them every month.



**Manish Mehta**

Williams News, London

**Best-selling category: Sudoku**

We sell around 10 puzzle magazines a week, and a quarter of them are sudoku titles. A lot of young people have moved into our area in the past few years, but we've still got our regulars – mostly older people – who buy them often.

However, with five titles in the top 10 bestsellers list, Puzzler is especially aware of the importance of strong ranges.

“Retailers have to provide choice – consumers tend to shop by genre, so it is key to represent all puzzle genres to capitalise on sales,” says Ms Begg. “Several titles from the same genre cannibalise sales from each other. That means retailers miss the chance to profit across the board from someone who might come in for a mixed puzzle for grandad, a sudoku for mum and a puzzle magazine for each of the kids.”

**TOP TITLES** Puzzler Collection, Puzzler Q Word Search, Q Puzzle Compendium



**Sales support for independents**

“We’ve delivered store-specific range solutions to 1,000 independent newsagents, and their sales performance increased by 4% with the new range,” says Bauer’s Melanie Hyde. “We’ll be rolling this out to more stores over the next year, as our biggest focus now is working with independents collaboratively.”

Up to 85% of the publisher’s puzzle customers are women aged 50-plus, meaning its family of puzzle magazines from women’s interests brand

Take a Break has been largely successful. Four of its magazines appear in the top 10 puzzles list, and those sales rocket during summer.

“TaB’s mini puzzles had a 20% year-on-year increase, and pocket and mini format titles do really well during our peak selling periods,” says Ms Hyde. “They’re the perfect size to slip into a handbag or beachbag for travelling.”

“Our summer titles include additional pages and increased cover prices, and 17 of them are cover-mounted with a free pen or mechanical pencil, as we discovered covermounting during the summer increases sales by 15%,” she says.



**TOP TITLES** Take a Break’s Crossword Collection, TaB’s Puzzle Selection and TaB’s Arrowwords ●



**Retailers have to provide choice – consumers tend to shop by genre**

# PuzzleLife

**The best-selling innovation in the puzzles sector – tear-off PuzzlePads**



**Profit-generating puzzle mags from Britain’s fastest-growing puzzles publisher**

# THIS WEEK IN MAGAZINES



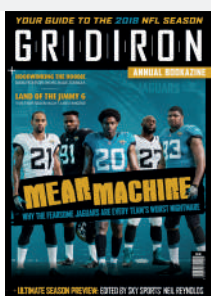
## Launch of the week

# SCORE A TOUCHDOWN THIS SEASON WITH GRIDIRON

With American football increasingly popular in the UK, TriNorth's annual bookazine and monthly magazine are an opportunity to take a punt on the forthcoming NFL games

WHILE THE FIFA World Cup is in full swing in Russia, there's a different kind of football arriving in the UK soon. American football will kick off in September, and publisher TriNorth's special bookazine capitalises on the sport's increasing presence in the UK. Its second annual edition launches two months before the season begins and includes 136 pages of features, analysis and reports about the upcoming tournament and its teams.

Meanwhile, Gridiron magazine will be available every month from September to April, so make sure to stock it to create a following and guarantee sales for the upcoming months.



**GRIDIRON'S ANNUAL BOOKAZINE WITH NEIL REYNOLDS**  
**On sale out now**  
**Frequency** one shot  
**Price** £6.99  
**Distributor** Intermedia  
**Display with** Sports Illustrated, Gridiron Magazine

## My week in magazines



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

# HOBBIES HELP READERS GET THE MAGAZINE HABIT

While traditional women's weeklies have been in decline for some time, the women's interests market is in much better shape. Specialist magazines about hobbies such as crochet continue to achieve growth year after year, helping the crafting sub-segment to buck the trend.

According to wholesale data, Crochet Now, Crochet World and Simply Crochet all achieved double-digit growth in year-on-year revenue between March last year and February this year.

Crochet Now had a 28.4% revenue increase year on year, leading Practical Publishing to release Your Crochet & Knitting. This new title aims to capitalise on the growing crochet market and the well-established £4m knitting market, adding to a successful segment while catering to demographics of all ages.

Magazines such as this are a great way to get people to form the habit of reading print titles, so make sure you display them clearly to attract younger generations to your shop.

**Opportunity: crafting**  
 Magazines based on hobbies are less affected by an overall decline in copy sales, as enthusiasts still happily spend money on specialist magazines about their favourite pastimes. Stocking titles about hobbies that appeal to older and younger generations alike can help you compensate for some of the changes in the market.

**THIS WEEK IN MAGAZINES WE WANT YOUR INSPIRATIONAL IDEAS!**

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

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

Call 020 7689 3350

RN

# THIS WEEK IN MAGAZINES

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



## PRACTICAL PHOTOGRAPHY

- This specialist magazine includes tutorials, camera reviews and advice on how to adjust cameras to get the best shots.
- The August issue is all about summer portraits and also includes 15 exclusive lens flares, colour tones and light leaks.



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



## BIRD WATCHING

- This hobbyist magazine is full of tips about how to watch birds, take good photos of them and stay comfortable while doing so.
- The August issue comes with a 16-page pull-out section with expert tips and advice, and a Bird Watching DVD available through the post.

**On sale out now**  
**Frequency monthly**  
**Price £4.40**  
**Distributor Frontline**  
**Display with Cage & Aviary Birds, Birdwatch, Parrots**



## T3

- This gadget and technology magazine includes news, reviews, buyers' guides and features for tech aficionados.
- The summer issue is a gadget special, including equipment recommendations and a chance to win a music streaming system.

**On sale out now**  
**Frequency monthly**  
**Price £4.99**  
**Distributor Marketforce**  
**Display with Wired UK, Stuff, BBC Focus**



## DARE SUMMER SPECIAL

- This holiday-focused summer one shot features 100 glossy pages of beauty, fashion, celebrity and travel articles.
- It comes with five covermounted beauty gifts worth £16, including a highlighter, a toothbrush, cosmetic creams and shampoo.

**On sale out now**  
**Frequency one shot**  
**Price £2.50**  
**Distributor Seymour**  
**Display with Cosmo, Red, Glamour**



## MOTHER & BABY

- This women's magazine has tips, product recommendations, and activity ideas for mothers old and new.
- The August issue has advice for after birth, a guide to helping your baby sleep well away from home and a free pushchair buyer's guide.

**On sale 11 July**  
**Frequency monthly**  
**Price £3.99**  
**Distributor Frontline**  
**Display with Baby London, Gurgle, Smallish**



## Bestsellers Puzzle magazines

Title	On sale date	In stock
1 Puzzler Collection	11/07	<input type="checkbox"/>
2 TaB Take a Crossword	28/06	<input type="checkbox"/>
3 Puzzler Q Wordsearch	11/07	<input type="checkbox"/>
4 TaB Take a Puzzle	28/06	<input type="checkbox"/>
5 TaB Puzzle Selection	05/07	<input type="checkbox"/>
6 TaB Arrowwords	05/07	<input type="checkbox"/>
7 Puzzle Q Compendium	04/07	<input type="checkbox"/>
8 Puzzler Sudoku Puzzles Co	18/07	<input type="checkbox"/>
9 Puzzler	11/07	<input type="checkbox"/>
10 Family Wordsearch Jumbo	28/06	<input type="checkbox"/>
11 Puzzler Q Pocket Crossword	18/07	<input type="checkbox"/>
12 Puzzler Q Kriss Kross	11/07	<input type="checkbox"/>
13 TaB Seasonal Puzzle Collection	15/06	<input type="checkbox"/>
14 TaB Mini Crossword Collection	23/06	<input type="checkbox"/>
15 Puzzler Wordsearch	27/06	<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

# INCREDIBLES 2

Sticker Collection

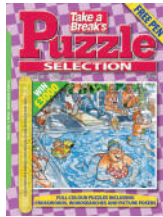
**BRAND NEW!**

**STARTER PACK: £2.99 RRP**  
**STICKER PACKET: 60P RRP**

**ON SALE NOW**

www.paninigroup.com

# THIS WEEK IN MAGAZINES



## TAB'S PUZZLE SELECTION

- This puzzle magazine has crosswords, wordsearches and picture-posers, alongside a covermounted pen and a competition with a chance to win £3,000.
- This special summer issue permanently increases the price from £2.60 to £2.70, which is expected to deliver £38,000 more in national revenue.



**On sale out now**  
**Frequency** four-weekly  
**Price** £2.70  
**Distributor** Frontline  
**Display with** Take a Break, Puzzler Collection, Take a Puzzle



## TOTAL GUITAR

- This music magazine is focused on the acoustic guitar, with reviews, articles, and lessons about the world's most common instrument.
- August's issue includes tips on how to use capos, reviews of Fender Players series instruments and lessons on how to play Muse's 'Plug In Baby' riff.



**On sale out now**  
**Frequency** monthly  
**Price** £6.49  
**Distributor** Marketforce  
**Display with** Mojo, Classic Rock, BBC Music Magazine



## GARDEN NEWS

- This gardening magazine is full of tips, advice and analysis about how to best grow your garden and care for your plants.
- The magazine is now 60 years old, and to celebrate, the issue includes covermounted seeds and a four-page feature about the gardening highlights from the past six decades.



**On sale out now**  
**Frequency** weekly  
**Price** £1.99  
**Distributor** Frontline  
**Display with** Gardeners' World, Modern Gardens, The English Garden



## SPECIALIST CHOICE

MARK DUDDEN,  
 ALBANY NEWS, CARDIFF  
**ANORAK**

### Who buys it?

The people who buy it are mostly mums, who are getting it for their kids. It's only been selling to women, but they are the ones who tend to buy magazines in general, anyway.

### How do you display it?

We have a promotional bay and put them there. It is clearly displayed, as some people have specifically asked for gender-neutral magazines for kids.



**On sale out now**  
**Frequency** quarterly  
**Price** £6.50  
**Distributor** Central Books

## Expert advice

### Matthew Sherry

Editor,  
 Gridiron  
 magazine



**G**ridiron is the UK's only NFL magazine, spanning nine editions each year. It begins its run every July with a 136-page A4 annual bookazine, which previews the upcoming season and is written and edited by Sky Sports presenter Neil Reynolds.

The NFL season gets under way in September, at which point the regular 64-page title, Gridiron, begins running monthly until April. That is hitting the newsstands for its first full run this season, having been guided by excellent first-year sales on the bookazine.

Gridiron has been in operation for five years, with 38 issues and two annual bookazines released in that period. Year-on-year increases in sales have provided a platform for added presence on the newsstand and this, combined with the NFL's growing commitment to the UK market - three to four games are played in London per year, and that number will grow - will see Gridiron continue to grow.

## Our strategy

### Who buys your titles?

Sports fans and anybody with interest in the NFL. Independents are advised to contact their local wholesalers to order copies of this premium bookazine retailing at £6.99 and, if it is successful, order the upcoming monthly title Gridiron, which will be priced at £5.00 per issue.

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

Front of shelf and tills. We have quadrupled export copies to the US, in effect 'selling ice to Eskimos'.

### How are you investing in independents?

Independents are a key part of Gridiron's ever-growing newsstand push. The success of the first bookazine last year has allowed us to reinvest in this year's edition by doubling our print run to drive sales further.

## COMING UP IN NEXT WEEK'S RN



**RN's Symbol and Fascia Challenge: we give the UK's top stores the chance to show you what they've got**

Plus, we take a closer look at the children's magazines sector to make sure your sales are maximised during the busy summer season



## STOCKTAKING

### Professional stocktaking services

**Stocktakers to independent:**

- Retailers/wholesalers
- Specialists in CTN
- Grocery stores
- Off licenses
- DIY stores
- Forecourts

For competitive rates and professional service call now on...



H/O: 13 Green Moor Link,  
London, N21 2NN

# 020 8360 2491

■ Mob: 07802723561 ■ nikharstocktaking.com ■ ajit.nikhar@gmail.com

## STOCKTAKING

**\*\*\* VERY LOW FEES GUARANTEED \*\*\***

Henderson Stocktaking Ltd provides high quality stocktaking, stock audit mystery shopper and other retail services nationally.

Telephone now for unbeatable services at unbeatable fees

# FREEPHONE 0800 298 7544

www.stocktakers.com  
enquiries@stocktakers.com

## NEWSTRAID

# Worried about the future?

Are you worried about life after retail? Are you leaving the business for emotional or financial reasons?

**We are the news trade's own charity and may be able to help.**

- ✓ Financial Support
- ✓ State Benefit Advice
- ✓ Debt Advice Counselling
- ✓ Family Welfare Issues
- ✓ Almoner Home Visits
- ✓ Support for the Disabled and their Carers
- ✓ Housing Options

**NewstrAid**  
The helping hand of the Newstrade  
OLD BEN

If you work or have worked in the sales or distribution of newspapers or magazines in the UK, NewstrAid may be able to help you.

Call the NewstrAid Benevolent Fund now on  
**01279 879569**  
or visit [www.newstraid.org.uk](http://www.newstraid.org.uk)



*We are the helping hand of the News Trade*

## GROCERY AID



-----  
WE'RE NOT BUYING IT.

What are you doing to help grocery people who struggle to survive?  
Get involved and show that you're not buying debt too.  
Call 01252 875925 or visit [www.groceryaid.org.uk](http://www.groceryaid.org.uk) @ [in](https://www.linkedin.com/company/groceryaid) [fb](https://www.facebook.com/groceryaid)

**GroceryAid®**  
From factory to store we're your charity  
10046 206630

GroceryAid is the trading name of the National Grocers Benevolent Fund A registered Charity Reg. No. 1095887 (England & Wales) & SC035255 (Scotland) A company limited by guarantee, registered in England & Wales no. 4520683

FINANCE

# WE WILL INVEST £1K-£100K IN YOUR BUSINESS!

MIN  
**2**  
MONTHS

Trading at least two months?

MIN  
MONTHLY  
SALES  
**£3,000**

Gross at least £3K monthly?

**YOU QUALIFY.** It's that simple.

Immediate access to **working capital!**

Approval within **24 hours!**

- ✓ Free application
- ✓ Minimal documentation required
- ✓ Approval in just a few hours
- ✓ No personal guaranty or collateral required - sales based funding

**CALL US**  
**0800 368 9695**  
[www.gotcapital.co.uk](http://www.gotcapital.co.uk)



BUSINESS FINANCING  
**MADE SIMPLE**



# The Symbol & Fascia Group Challenge

RN have invited the UK's best groups to create five-point action plans for success for real-life stores across the UK

OUT  
13 JULY



**RN** Don't miss this exclusive issue, with ideas and inspiration for how you can transform your store.