

RN



'Give them what they want'

What you can learn from Seelan Thambirajah's community store strategy

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● Jeremy Corbyn slams rates during local store relaunch

● 'We need laws to help businesses like these'

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Shaping the future
of independent retail
since 1889



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WELCOME

When asked how they felt about their businesses and the market, everyone responded by sharing ideas that are helping them grow their sales



Editor

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One of the things that stood out to me during the focus group RN hosted last week was the confidence and positivity of all the retailers who attended.

When asked how they felt about their businesses and the market, everyone responded by sharing ideas that are helping them grow their sales, such as self-serve ice cream machines, hot food and bakery products, local events and deliveries.

These plans have been made in the face of a wide variety of challenges – market consolidation, the collapse of P&H and historic

leases restricting the ability to add new lines, for example. But determination to grow meant each retailer had actively found ways to move forward. New suppliers were sourced to end the reliance on a lone wholesaler and professional advice was taken to negotiate new lease terms, for example.

For me, this was a perfect illustration of local retailing at its best, and behind it lay each store owner's fierce pride in their independence. But with this ability to innovate comes a big challenge for symbol groups. Independent stores are evolving and traditional fascia packages must be updated to take in the latest technology and ensure adequate supply of growth categories such as fresh and chilled produce.

An evolving market presents a challenge to us, too – to provide the news and business advice you need, when you want it, in the most convenient format. We'll be implementing the group's suggestions to make sure RN continues to do just that.

If you have ideas, please email me – this is your magazine and I want to hear from you.

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With schools limiting consumption of sugary sweets and parents more conscious than ever of what their children are eating, retailers need to be on their toes for this year's back-to-school period

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BREAKING NEWS

Retailers told not to fear Brexit

Retailers are being told not to worry about threats to their supply chain, following reports of a freeze on investment in last week's issue, after the publication of the government's latest Brexit white paper.

David Worsfold, of Farrant's Newsagents in Surrey, said: "We might experience some tiny supply chain problems, but they will be short-lived. We will have to endure short-term pain for long-term gain."

"My local MP, Dominic Raab, has been appointed Brexit secretary. He told me not to pay attention to the panic voiced in the papers. There is no point us demanding what we want."

Hackney to limit shop hours

The London Borough of Hackney is planning to limit the opening hours of new businesses operating in the area to reduce the likelihood of antisocial behaviour.

The policy requires all new businesses to close at 11pm on weekdays and 12am on weekends. Existing businesses will be unaffected.

Ranjan Patel, of Marsh Hill News, told RN: "It's not going to affect our business as we close at 7pm. However, it might reduce antisocial behaviour because there won't be anyone looking for alcohol in the early hours."

However, Siva Kandiah, of Siva's Shop on Clarence Road, was not convinced by the plans. "It won't make much of an impact because there's already a lot of antisocial behaviour in the area," he said.

Super

'More money would go to the few grocers at the top'

Sainsbury's considering convenience franchises

by Alex Yau

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Sainsbury's has started new investigations into potential franchise opportunities with independent retailers to increase its share of the convenience market, RN has been told.

A senior industry source, who asked not to be named, told RN the supermarket chain is considering its options carefully. "Sainsbury's is open to the latest stage of starting a franchise, but it is nervous about its brand and own-label products

going into independent retailers' stores," they said.

"It doesn't want to spend money and get very little return. Anything other than an own-label offering would require more energy and resources."

Another senior industry source, who also asked not to be named, added: "These latest stages are early, but Sainsbury's is looking into stores that can provide a good return on investment. The benefit will be that the shops have Sainsbury's above their doors, but they want store owners who are already successful."

Initial reports of a franchise opportunity for independent retailers surfaced in May last year. Sainsbury's had signed a nine-store franchise trial with forecourt specialist Euro Garages in 2016. However, this was terminated in February this year.

Thomas Brereton, retail associate analyst at Global Data, told RN the plans could have both positive and negative consequences for independent retailers. "If an independent can gain access to Sainsbury's buying power and trusted brand image, it will be able

to maintain a viable business in a tough trading environment," he said.

"It's not all good news, however. A franchise system would inevitably see more money flowing in the direction of the few grocers at the top of the market. But given supply pressures in the market and customers' newfound love of low prices, survival may be a case of 'if you can't beat them, join them.'"

● *Would a Sainsbury's franchise model be a threat? Have your say at betterretailing.com/sainsburys-franchise*

Anti-Illicit Trade Group plan welcomed

Retailers have welcomed the proposed creation of a national Anti-Illicit Trade Group, providing it enforces better policing and stricter sentencing for those caught illegally trading.

The recommendation is made in Illicit Trade in the UK, a report published following a formal inquiry

by the All-Party Parliamentary Group on Illicit Trade into how to crack down on illegal trading that involved businesses, consumer groups and law enforcement agencies. The report says the Anti-Illicit Trade Group could bring in up to £5bn a year in excise duty.

Paul Mather, of Sherston Post Office Stores in Wiltshire, said: "The group needs to recognise what the issues are for independents, and then enforce better policing and stricter sentences for those caught illegally trading."

Meanwhile, tobacco retailers said there needed

to be greater consistency in sentencing and penalties for those found guilty of trading illegal tobacco, if the group is to be successful.

The NFRN said: "The penalties must act as a deterrent rather than a minor inconvenience for those who are caught."

Going local gives father and son store great margins

A father and son team are benefiting from average margins of 30% in their Loughborough store, thanks to their investment in local produce. Paul and Jack Matthews, from Bradley's Supermarket, support their community by sourcing more than 5% of their range from local suppliers. Jack said: "The amount of local produce we stock is very much a USP for us. We can add new lines very quickly and react to change rapidly, ensuring we have exactly what our customers want in our shop."



Jeremy Corbyn criticises the current system 'Business rates are a killer for small businesses'

Labour call for reforms to business rates system

by Alex Yau

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Labour Party members have called for reforms to the current business rates system amid fears it risks the livelihoods of independent retailers.

Speaking at the re-launch of a Nisa in north London last weekend, Jeremy Corbyn criticised the current system. He told RN: "Business rates are a killer for small businesses."

Suggestions made by Labour councillors following the event include raising business rate relief

above £12,000. Asima Shaikh, executive member for economic development in the Finsbury Park ward, told RN: "Business rates and rent have the biggest impact on small businesses, especially those in the Islington area."

"There isn't enough relief and we'll continue to lobby this with central government." When asked how high the increase should be, Ms Shaikh said she would be considering "sensible" options.

Labour MP for York Central Rachael Maskell added either a 1% annual turnover or profit tax would be

a suitable alternative. She told RN: "Business rates are hollowing York's high streets and we need an urgent review."

"A 1% turnover tax would equal what is currently generated by business rates."

Ms Shaikh and Ms Maskell also called for a review of rates paid by on-line businesses. "We must review the glaring issue of online businesses not being taxed in the current system," said Ms Shaikh.

Sandeep Bains, of Simply Fresh in Faversham, told RN: "Business rates came in decades ago. We

need a fairer system which won't be manipulated by the likes of Amazon."

The comments echo those of Grimsey Review 2 author Bill Grimsey earlier this month. Mr Grimsey suggested Britain's struggling high streets could be saved by turning them into 'community hubs'. Ms Shaikh said: "The plan resonates with us. Small businesses are the lifeblood of communities."

The Conservatives were unable to comment as RN went to print.

● *Do you agree? Have your say at betterretailing.com/labour-business-rates*

Link cancels fee cuts

ATM network Link has cancelled an interchange fee cut expected in 2020 and will review future reductions, following concerns regarding the impact of fee cuts on rural businesses.

In a statement, Link said: "Following a 6% year-on-year fall in the volume of ATM transactions, it has been decided the third reduction due in January 2020 will be cancelled and the fourth reduction due in 2021 will be put on hold, pending a further review next year."

ACS chief executive James Lowman welcomed the move. He said: "We're pleased Link has listened to our concerns, however, it's clear that Link's original decision to reduce interchange fees has already forced retailers to make tough choices about hosting ATMs in their stores."

Retailer presented with gold lottery playstation

David Fryer, manager of MSR Newsgroup, has become one of 24 recipients of a gold lottery playstation, after a couple (pictured) won £4.45m on a ticket purchased in his store in 2012. Mr Fryer was presented with the stand three weeks ago by Camelot when the winners were invited back to the Nottingham store to print gold handprints on a poster. "People have been commenting on the stand when they come in – it's a really nice thing to have," he said.



Johnston Press seeks rescue deal

Johnston Press has challenged its biggest shareholder to come up with a rescue plan for the company after he claimed the board was planning to sell it in a "pre-packaged" deal.

Christen Ager-Hanssen owns more than 20% of Johnston Press, publisher of the i and several regional papers, and has threatened legal action if the company is placed in administration and sold, prompting the publisher to challenge him to find a way to refinance the business.

In a letter to the company, Mr Ager-Hanssen said: "I'm concerned that market manipulation may be at play specifically to enable a pre-packaged sale on terms not in the best interests of the company."

NFRN calls for banks to help retailers

Small businesses' overdrafts have increased by 33% in the past year, prompting calls from the NFRN for banks to do more to support local retailers.

According to a report by specialist debt adviser Hadrian's Wall Capital (HWC), the challenging

retail market has led to banks steering towards short-term loans, repayable on demand. The study found that 11% of the current £416bn in retailer loans are long-term, down 77.5% from 2012.

As a result, Marc Bajer, chief executive of HWC, said: "Having retailers

borrow more on their overdrafts, rather than through term loans, means the banks can call in the debt if they get nervous. This gives businesses very little certainty over their borrowing, and makes it difficult for them to plan for the future."

NFRN national presi-

dent Mike Mitchelson said: "Banks do not offer the services our members require, and the fees they charge for basic services are unaffordable. It's time that the banking system supported micro businesses if independent retailers are to survive and thrive."

STORE TOUR



Help to those I serve

At the heart of Seelan Thambirajah's flourishing estate of c-stores is a focus on providing exactly what their communities want. It's a formula serving him well in his latest store and that is set to drive further expansion, writes **Alex Yau**

Since becoming an independent retailer 16 years ago, Seelan Thambirajah has created an estate of 16 successful convenience stores by catering to the needs of their local communities across the UK. It is this focus that has helped him generate a total yearly turnover of £13m, alongside an annual buying power of £500,000.

Keen to build on this success, Seelan decided to take on a new challenge at the start of the year – to use this model to transform a rundown convenience store on a Bedford parade into a shop that would win the loyalty of residents left unimpressed by the previous ownership.

The business was in a poor condition, having received little investment in the past 20 years, but the opportunity to run the only convenience store on an estate gave Seelan the confidence to buy it in March.

"It was really run down. Most shelves were empty and customers hardly ever wanted to visit," says Seelan.

"Despite this, I saw an opportunity with the business. It has an immediate customer base and I felt I could really revive it using the experience I'd gained from running my other shops."

Seelan spent six weeks in April refitting the store under the Premier fascia at a cost of £150,000. Among the major chang-

es made were an overhaul to the shop front and the addition of modern floor fittings and brighter lighting. Chillers for fresh groceries, a craft alcohol display and a food-to-go area with a self-serve coffee machine were also added.

"I chose to refit under the Premier fascia because Booker is investing a lot in fresh and chilled products," says Seelan. "These are very popular categories and I found they were successful in my other stores."

"There are a lot of families with children in the area, and one of their major concerns is health and wellbeing. The comments we've received from customers about our fresh groceries and cakes have been positive."

Seelan has also been encouraged to engage with the community by Booker and the IAA's Academy in Action assessment programme, which have given him tips including donating food to a nearby primary school, using social media to promote his store and gathering feedback from customers.

"Shoppers have told me how vital services such as PayPoint are to have on their doorsteps," says Seelan. "I've also received comments about how good the value we offer is, while my local MP, Mohammad Yasin, commented on how helpful the store is to the community."



My local MP, Mohammad Yasin, commented on how helpful the store is to the community **SEELAN THAMBIRAJAH**



2



3



4



Inside my shop

- ❶ The hot drinks machine is popular with parents who want a coffee when driving their kids to school
- ❷ Following the refit, the addition of a chiller offers customers an extensive range of pizzas and fresh dairy
- ❸ A nearby primary school provides Seelan with high demand for products such as sugar confectionery and slushy drinks
- ❹ The community board tells customers about the store's involvement with schools and residents

INFORMATION

Loc

26-28 Gostwick Road, Bedford, MK42 9XD

Si

1,300sq ft

Weekl

£20,000

Aver

£5

"I'm also working with Booker to donate money to local charities. This involvement with the community has really helped change the store's reputation."

The turnaround in the store's status has also led to an increase in its profits. Weekly sales have increased from £8,000 to £20,000. Seelan plans to drive this still further by adding freshly made sandwiches from his own company, The Early Birdy.

"My range of fresh cakes and pastries are really popular and I want to expand on this with the sandwiches, each of which will be delivered to the store every morning. I'm already making £4,000 per week from The Early Birdy and, based on this success, I'm confident the products will be just as popular in the store."

The store's turnaround has sparked Seelan's ambition to extend the number of stores he owns to 20 by 2020. "My focus on really delivering what the community wants has worked and I'm confident I can continue this success with the opening of more stores in the next few years."

• To find out how Seelan got on with the IAA's advice, don't miss RN's 10 August issue



Want to see more of Seelan's store? Go to betterretailing.com/premier-gostwick-road

SYMBOL NEWS

'Come Rain or Shine' relaunched

Nisa is relaunching its summer-long 'Come Rain or Shine' marketing campaign at the end of this month.

Featuring a range of offers supported by in-store and online activity, the promotion will feature deals on crisps, nuts, table sauces, salad essentials, soft drinks, beers, wines, spirits and other products. Support available to retailers include PoS, gondola displays, hanging signs, shelf talkers and posters.

Ketul Desai, of Nisa The General Store in Tufnell Park, north London, said: "These seasonal promotions are really useful because they help boost footfall. We normally see a 10% sales increase across products when we have the appropriate PoS and merchandising."

Costcutter adds craft alcohols

Costcutter has added 30 craft beers and ciders to its alcohol range, amid double-digit growth in the category throughout June and July.

Products added include fruit ciders from worldwide suppliers alongside drinks from the Wolf Warning and Stan's Barrell brands. The symbol group claims craft and flavoured alcohols make up nearly 10% of all its alcohol sales.

Arnaud Leudjou, of Costcutter Brunel University in Uxbridge, told RN: "Sales of craft alcohol and ciders have probably increased by 7.5% in the past few months. It certainly helped that customers followed the trends more during the World Cup and hot weather."



Paul Gardner takes on second Budgens

Independent retailer Paul Gardner is to take over his second Budgens store in London on 8 August. Mr Gardner, who currently runs a store in Islington, will take over the 5,000sq ft shop in East Finchley, north London, which he has been interested in for several years. He told RN: "I've had my eye on it for a few years. I'll give it a new lick of paint and a minor refurb as it's been neglected over the years. The focus for now is to improve its appearance and I'll add products from local suppliers over the next few months."

Dhamecha praises in-store advantages 'They can come to the warehouse and browse'

Cash and carries can help to educate retailers

by Alex Yau

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There is still a place for traditional cash and carry warehouses, as independent retailers demand education about government legislation and trends such as vaping, RN has been told.

Dhamecha Wholesale area manager Narendra Chotai said unlike rivals Bestway, Booker and Parfett's, the company is not placing its investment in and focus on delivered wholesale.

"We hold trade days where suppliers can come

in and educate retailers about the latest trends, as well as provide advice on how to tackle legislation such as EUTPD II or the deposit return scheme."

He added: "They can come to the warehouse and browse for products they might not otherwise know about, and get competitive deals. Retailers can chat to other retailers for information on best practice and find out what's happening in the market overall."

He said there was therefore still a place for the traditional cash and carry model, with the

Dhamecha Retail Club now having more than 1,000 retailer members.

Mr Chotai's comments come as convenience analyst Him's latest survey of 3,000 retailers found 89% now use delivered wholesale as their main supply source.

However, Sarj Patel, of Pasture Lane Stores in Sutton Bonington, Loughborough, told RN he predominantly shops at his nearest depot: "I do use delivered wholesale, but most of my purchases come from visiting the main Dhamecha warehouse nearby. It just

allows me to look for the best prices and receive more education on certain products from suppliers during trade days."

Meanwhile, Mr Chotai said the business would focus on its nine warehouses in Wembley, Barking, Croydon, Enfield, Watford, Hayes, Lewisham, Leicester and Birmingham.

"We'll consider it carefully if the opportunity to expand comes, but right now we're just focusing on developing the warehouses we currently operate," he said.

Tesco ads reveal plans for new store format

Tesco has begun advertising for staff to manage a new store format, amid reports it could launch a discount chain to compete with Aldi and Lidl from September.

The supermarket has posted advertisements for store managers and assistants for the new stores in Chatteris, Immingham

and Wandsworth, with deadlines of mid-August. Reports from The Guardian suggest up to 60 stores could be launched under the discounter format with the trademark Jack's.

The online advertisements state: "The new retail format will be operated separately from the core Tesco business and as

such benefits offered will be different from those offered at Tesco."

However, retail expert David Gilroy said independent retailers would not have to worry.

"Only existing discounters and multiples need to be concerned about the plans. Customers visit a convenience

store for spontaneous shopping, whereas discount supermarkets are designed more for weekly shopping. It will take Tesco at least a year get it going."

Rumours of Tesco's discounter plans first surfaced in February. Tesco declined to comment on the latest reports.

NEWS & MAGS

1.6% year-on-year rise 'The increase is vindication of the improvements made to iWeekend in September last year'

Saturday i defies news decline for ninth month running

by **Marcello Perricone**

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The Saturday edition of the i was the only national newspaper to achieve year-on-year growth since June 2017, bucking the decline in the newstrade for the ninth month running.

According to circulation figures for June from the Audit Bureau of Circulation, monthly Saturday sales of the Johnston Press publication grew by 1.6%, continuing a singular performance following the newspaper's relaunch and price increase to 80p last September.

"The increase is vindication of the improvements made to iWeekend in September last year, and shows that despite the price going up by 33%, customers still feel they get great value," said Paul Bacon, the i's sales and marketing manager.

He added: "We invested to make our Saturday paper stand apart from weekday editions through additional focus on relaxation, indulgence and leisure."

The second best Saturday performer was the Times, which suffered a 5.4% decrease in year-on-year circulation.

Among the weekday editions, the Daily Mail achieved the best results out of all mid-market papers, with its 8% drop on year-on-year sales slightly better than the national average decline of 11.6%. Although sales are down, the Mail's market share increased 0.6% to 24.9%.

The company's chief marketing officer, Roland Agambar, said: "The numbers for June are testament to our engaging content, exciting promotions and the investment in our ongoing loyalty programme, MyMail."

NFRN calls for carriage charges to be removed

Smiths News has announced a 2.1% increase in its carriage charges, to take effect on 2 September, prompting fresh calls from the NFRN to remove the charges altogether.

The change will subject more than 12,000 retailers to an average increase of 91p on their weekly bills, costing the average Smiths News customer up to £47.32 more per year.

Addressing the increase, NFRN national president Mike Mitchelson said: "It's time carriage charges were scrapped completely. Come September, some retailers will pay nearly £60 a week

for their newspapers and magazines to be supplied. How are they expected to make money from the category when these rip-off charges are increased annually with no prior consultation with the retailers involved?"

Jack Bhatt, from Universal Newsagents in Highbury Station in north London, told RN the increase would cost him £72 per year. He said: "This increase will add £1.40 a week to my bills, but their service level is so appalling that I don't know how they can even justify increasing the carriage charges at all."

June Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	506,989	-0.9%	-12.0%	£81.4	506,989
Daily Record	121,517	-3.1%	-14.0%	£19.5	121,517
Daily Star	363,615	-2.4%	-15.1%	£26.4	363,615
The Sun	1,230,432	-2.4%	-8.6%	£137.2	1,348,656
Daily Express	315,139	-1.5%	-11.9%	£41.9	315,139
Daily Mail	1,087,139	-1.6%	-8.0%	£157.6	1,087,139
Daily Telegraph	333,287	-2.2%	-10.7%	£129.0	333,287
Financial Times	28,502	-0.9%	-13.2%	£15.4	59,605
Guardian	113,563	-2.0%	-13.6%	£50.0	113,563
i	184,303	-1.2%	-13.9%	£24.3	244,361
Times	297,723	-1.3%	-6.7%	£102.4	390,770
TOTAL	4,582,209	-1.9%	-10.2%	£785.1	4,884,641

June Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	652,800	-0.9%	-10.8%	£161.4	652,800
Daily Record	143,811	-1.9%	-13.7%	£32.5	143,811
Daily Star	339,809	-1.3%	-12.7%	£41.1	339,809
The Sun	1,661,008	-1.3%	-6.1%	£248.8	1,779,225
Daily Express	401,598	-0.4%	-10.5%	£76.7	401,598
Daily Mail	1,821,801	-0.4%	-6.8%	£382.6	1,821,801
Daily Telegraph	487,477	-1.6%	-9.0%	£241.3	487,477
Financial Times	66,951	-1.9%	-7.3%	£53.0	96,679
Guardian	255,782	-1.2%	-12.2%	£163.2	255,782
i	209,440	-3.8%	1.6%	£36.0	266,833
Times	463,624	-1.3%	-5.4%	£185.0	546,067
TOTAL	6,504,101	-1.1%	-7.8%	£1,621.5	6,791,882

June Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	131,714	-2.6%	-14.2%	£51.1	131,714
Sunday Mirror	451,808	-4.2%	-13.9%	£151.8	451,808
People	174,008	-4.9%	-14.4%	£58.5	174,008
Daily Star Sunday	216,138	-2.2%	-12.2%	£43.0	216,138
The Sun	1,075,159	-12.8%	-9.8%	£248.4	1,193,376
Sunday Express	287,498	-7.1%	-10.5%	£90.6	287,498
Sunday Post	115,112	-1.0%	-14.8%	£43.2	115,850
Mail on Sunday	1,003,471	-5.3%	-9.7%	£379.3	1,003,471
Observer	166,317	-2.6%	-13.8%	£122.2	166,317
Sunday Telegraph	280,756	-5.5%	-9.9%	£127.7	280,756
Sunday Times	610,663	-8.0%	-8.7%	£346.2	695,131
TOTAL	4,512,644	-7.2%	-10.8%	£1,661.95	4,716,067

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

PRODUCT TRENDS

Health grows yoghurt

Health is one of the biggest factors shaping shoppers' behaviour across convenience, and has led to a growth in sales of on-the-go yoghurts, Danone has said.

Mark Scannell, head of category at Danone, said the category is growing at 43% year on year, because of their associated nutritional benefits compared to snacks and as more shoppers are looking for healthier options that can be eaten quickly.

He added: "Almost half the UK population are eating breakfast out of home and 20% of them are eating yoghurt. We have also seen a growth in cereal topped with yoghurt, with value sales growing at 22.5% year on year."

McVitie's gets more Thins

Pladis has added two new products to its McVitie's portfolio, Chocfilled Thins and Hobnobs Thins, which will come in 130g packs with an RRP of £1.79.

The new products are designed to attract younger consumers to the sharing biscuits category.

Emma Stowers, brand director for McVitie's at Pladis UK and Ireland, said: "The Thins range is an important product for McVitie's. Since the first McVitie's Digestives Thins launch last year, its popularity has grown quickly, with retail sales of £17m to date.

"We're excited to extend the range further with the launches of McVitie's Digestives Chocfilled Thins and McVitie's Hobnobs Thins."



Growth in vaping offers new sales opportunities

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

The vaping category offers retailers new opportunities to maximise sales, following growth of 9.3% in the past two years to a market value of £160m, according to JTI.

Nick Geens, head of reduced risk products at JTI, said capsules and refillables are two of the category's fastest-growing products, with 91% of UK vapers using the formats.

In addition, Imperial Tobacco suggests focusing on this category can help safeguard independents, despite tobacco sales in the convenience channel (including stores such as Tesco Express) being down 2% compared to the same time last year.

Sophie Hogg, head of next-generation products at Imperial Tobacco, suggested the most common mistake retailers can make is treating the vaping category as a sideline.

She said: "The e-vapour category has come a long way from cigalikes – the original vaping device – to the 'open' systems we're seeing become increasingly popular.

"In terms of range, we recommend retailers stock at least one open and one closed system from a leading brand, such as Blu."

She added the systems on offer should also be supported by an extensive range of e-liquids,

which represent 39% of value sales.

Meanwhile, in terms of flavour trends, JTI's Nick Geens added that the most popular flavours in the category are fruit (31%), followed by menthol (22%) and then tobacco (20%).

Steven Walters, of Nisa Local in Peterborough, said: "We tend to do well with Liberty Flights. I think this is because it's a lot cheaper than brands such as Logic."

Mondelez unveils Christmas range

Offering a wide range of chocolate and confectionery this Christmas that appeals to adults as well as children and teenagers can help attract incremental sales, Mondelez has advised.

After unveiling its seasonal Christmas range last week, which comprises nine new

products ranging from classic chocolate sets to confectionery jars, the supplier introduced a Green & Black's advent calendar for the first time to boost Christmas gift sales among adults.

The launch follows research by the supplier that revealed 40% of

tionery category during the Christmas period came from customers aged 60 and above, who wanted more traditional chocolates.

Charlotte Parkes, junior brand manager for Cadbury Christmas & Halloween at Mondelez, said: "In December, by stocking selection boxes

and Christmas-themed gifts, it makes it clear your store is a destination."

Meten Lakhani, of St Mary's Supermarket in Southampton, said: "Sales of advent calendars among adults have picked up in the past two years, and I predict Green & Black's will sell really well."

BRAND SNAPSHOT



Tastes like summer

Heineken's new 'Now You Can' campaign for Heineken 0.0 includes a £6m investment in digital advertising, alongside off-trade promotions.



Global flavourings

Danone has launched a new range of five yogurt and fermented milks inspired by authentic recipes from regions around the world.



Cadbury gets spooky

Mondelez's new Halloween range from Cadbury's includes products such as Cadbury Goo Heads and Cadbury Goo Head Minis.



Summer Sunbites

PepsiCo is relaunching its Sunbites brand which will include refreshed packaging rolling out, supported by a new TV advert.



Rice varieties

Unilever has brought back its Pot Rice range after 15 years, in Vegetable Curry, Chicken Teriyaki and Chicken Risotto flavours.



Healthy hydration

Britvic has rebranded its Purdey's drink from 'multivitamin fruit drink' to 'multivitamin energy' to attract new shoppers to the energy category.



Super shapely

Haribo has updated its Supermix variant to offer a new combination, focusing on four shapes in more vibrant colours and creamier flavours.



Twists and turns

Mondelez has kicked off its new campaign for Twirl called 'What makes it so Twirly?', focusing on the uniqueness of the chocolate bar.



Play with your food

Yoplait has unveiled its on-pack 'Free Play' promotion on mini pots of Petits Filous, supported by in-store promotions and competitions.

WHAT'S NEW

Focus

Flavoured gins

Flavoured gins are this year's must-stock alcohol products – here are our top picks this week



Bloom Gin

Bloom Jasmine & Rose Gin is premium with a 40% ABV. It has a sweet and floral taste and is designed to give an upmarket look to retailers' alcohol offering.

RRP £27

Contact celine.normann@quintessentialbrands.com



McQueen Gin

McQueen Gin is a small-batch spirit, with the range available in six different options: Super Premium Dry, Sweet Citrus, Smokey Chilli, Spiced Chocolate Orange, Chocolate Mint and Mocha.

RRP £35 (McQueen Gin Super Premium Dry Gin 50cl)

Contact dale@mcqueengin.co.uk



Mallow & Marsh bar

Mallow & Marsh's handmade Peanut Marshmallow Bar appeals to shoppers looking for a sweet alternative that offers something different to ordinary chocolate bars.

RRP £1.75

Contact info@mallowandmarsh.com



Dexters sweets

Dexters' £1 priced confectionery range is available in vertical units that can be stood up directly on shelves, or allow retailers to hang the bags on hooks, helping save space in-store.

RRP £1

Contact uk.sales@kervangida.com



Deliciously Ella Apricot & Coconut bar

Deliciously Ella's snack bars can be cross-merchandised alongside lunchtime options and as part of meal deals. They are packed with fruit, oats and fibre, and are vegan and gluten-free.

RRP £1.19

Contact hello@deliciouslyella.com






Meridian Peanut & Baobab bar

Meridian's Peanut & Baobab bar is made with 61% peanuts and coconut, and can help increase retailers' range of healthy bars as more shoppers opt to buy protein foods.

RRP £1.19

Contact meridian@promotepr.com

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



Thomas Fudge's flatbreads

Thomas Fudge's new range of flatbreads – including Cheddar & Shallot, Chickpea & Sesame and Tomato & Red Chilli – capitalises on the increasing demand for premium bakery products.

RRP £1.89 (140g)

Contact trade@thomasfudges.co.uk



Yushoi Barbecue Baked Lentil Snacks

Yushoi's Barbecue Baked Lentil Snacks are made from 72% lentils and are suitable for vegetarians. The snacks contain 91 calories per portion and are baked rather than fried.

RRP 75p

Contact info@calbee.co.uk

ACADEMY IN ACTION



INDEPENDENT
Achievers Academy



Three-month follow-up:

Staff Development

In April, Sandeep Hegde, from category partner Procter & Gamble, visited Ian Lewis at his shop in Minster Lovell to advise him on staff development and building a strong team. We catch up with Ian to find out how he got on

IAA ADVICE

- 1 Introduce quick catch-up sessions with each member of staff every two to three weeks to discuss their development
- 2 Give proactive staff responsibility for reviewing and improving specific displays to help develop their skills
- 3 Ask weekday and weekend staff to write down their tasks into job descriptions and display them on your noticeboard

THE RESULTS

“ We introduced informal catch-up sessions with staff and have some good ideas on how to improve the shop. Staff feel more appreciated and have become proactive about cleaning and making the shop look good. Some are now involved in improving display areas. Better merchandising and team effort have led to a 56% increase in meat sales and a 44% increase in frozen food sales. We also visited shelfhelp.co.uk, where we got helpful merchandising advice.”

PARTNER ADVICE

“ By giving more responsibility and regular feedback to staff, Ian has done a great job in making his team stronger. It is important he continues to educate staff on how they work as a team and how the business runs as this will take his business further.”

Sandeep Hegde
Director of Convenience, Wholesale and Club Channel
P&G



FIND OUT MORE

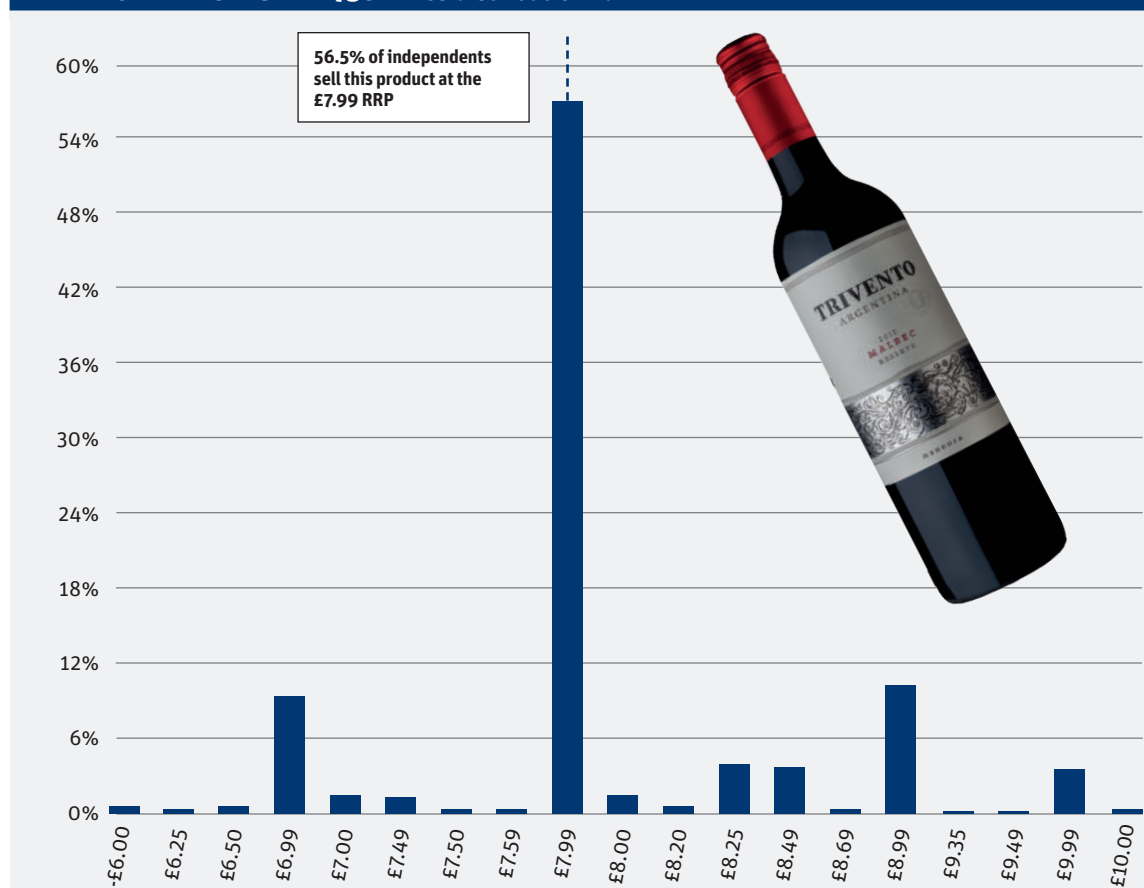
Visit betterRetailing.com/IAA to find out more about Ian's visit from the IAA, or call us on 020 7689 0500 to take part in a future visit.

Next week: Responsible Retailing

PRICEWATCH

Profit checker Red wine

TRIVENTO MALBEC RESERVE 75CL Price distribution %



Analysis

The favoured price on a 75cl bottle of Trivento Malbec Reserve, according to this week's Profit Checker graph, was Booker's £7.99 RRP. More than 56% of retailers chose this option, although some

chose to price above this, at £8.99 (10.2%). Another popular option was £6.99 (9.3%).

The trend on the Price Checker table, meanwhile, was to price at RRP or below, as five out of six

shops chose this option on 11 of the 12 wines listed.

The average UK selling price reflected this, too, as eight of the 12 wines were priced under the Booker RRP.

Price checker

PRODUCT

Hardys Bin 161 Shiraz
75cl

Hardys VR Shiraz
75cl

Yellow Tail Shiraz
75cl

Blossom Hill Red
75cl

Campo Viejo Tempranillo Rioja
75cl

The Secretary Bird Merlot
75cl

Casillero Del Diablo Cabernet Sauvignon
75cl

Trivento Malbec Reserve
75cl

Echo Falls California Red
75cl

Yellow Tail Merlot
75cl

Casillero Del Diablo Merlot
75cl

Hardys Stamp Shiraz Cabernet Sauvignon
75cl

How we drive our profit

Jonathan Fraser

STORE Fraser's Budgens
LOCATION Reading
SIZE 3,000sq ft
TYPE forecourt

TOP TIP

Sectioning wine by price stops customers getting overwhelmed if there is a wide choice on offer



Prices vary widely across our red wine range. We find people tend to have a set idea of what they are willing to spend before they even step into the store, so we have seen good results from sorting our red wine offer by price. People tend to either be looking for a certain price point or a specific brand of wine. As a result, in one of our stores, we have achieved success by creating a section dedicated to premium wine from Laithwaite's, and then another section where shoppers looking for good value can quickly find pricemarked value options.

Robert Kirkwood

STORE Mossgreen Convenience Store
LOCATION Crossgates, Fife
SIZE 800sq ft
TYPE village

TOP TIP

Stock fruitier red wines in the summer – people crave these flavours when the sun's shining



When it comes to red wine, and wine in general, I always stick to the RRP. Pricemarked bottles sell well, too – customers in my area are price-conscious and they like to feel like they are getting a good deal and to know the price isn't jumping up or down on a certain wine. There is an expectation on wine prices. Everyone has their own levels of what they are willing to spend on a bottle of wine, so I try and cater for a few different price points. It is a seasonal drink – sales of red wine always go up in the winter months.

✉ Alex Yau
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@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 SMALL NEWSAGENT AND SHOP IN NORTH WALES SEASIDE VILLAGE	RETAILER 2 NEIGHBOURHOOD SHOP IN NORTH ESSEX VILLAGE	RETAILER 3 LARGE C-STORE IN RESIDENTIAL AREA OF WEST YORKSHIRE TOWN	RETAILER 4 SMALL OFF-LICENCE IN BOURNEMOUTH RESIDENTIAL AREA	RETAILER 5 LOCAL C-STORE IN PEAK DISTRICT VILLAGE	RETAILER 6 NEWSAGENT AND LOCAL SHOP IN CORNISH SEASIDE VILLAGE
£5.54	£5.50	£5.25	£6.49	–	–	–	£5.50
£6.18	£6.79	£5.00	£6.99	£6.15	£4.99	£5.99	£6.79
£7.06	£7.49	£5.95	£7.99	£7.49	£6.25	–	£7.49
£5.83	£6.59	£5.00	£5.75	£5.19	£5.25	£5.99	£6.99
£8.84	£9.49	£6.95	–	–	£7.49	–	£9.89
£5.83	£5.50	–	£5.99	–	–	£5.99	£5.50
£7.48	£7.99	–	–	£7.49	£6.50	£7.99	£7.49
£8.06	£7.99	–	–	£7.99	£7.99	£7.99	£7.99
£5.27	£6.49	–	£5.75	–	–	£5.49	–
£7.03	£7.49	£5.95	£7.99	–	£6.25	–	–
£7.51	£7.99	£5.95	–	–	£6.50	£7.99	£7.49
£6.49	£7.29	£5.00	–	£6.09	£5.99	–	–

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Muntazir Dipoti

Todmorden News Centre

One Pounders sweets (£1 a bag)



Where did you discover them?

I inherited them as a supplier when I took over the shop, so they already had quite an established reputation within the community. They sell quite well, so I began stocking them in all my other shops as a result. They also distribute to independent retailers nationally, which means they are well known across the country and customers will know who they are once they see them in the store.

Who buys them?

A range of customers. Although we do have kids who buy the sweets, we find adults tend to purchase them more. Adults will buy them for either themselves or their children. Customers see the £1 pricemark and it instantly creates the idea of value. Paying £1 for something is also simpler than having to root around for change.

Why are they so successful?

We sell 14 cases of 12 packets every four weeks. The range is quite varied, which means there's a product for everyone. They have over 65 products overall. There are bags of caramel and chocolates, but they also sell bags of cough sweets which appeal to older customers when they have an illness.

Faraz Iqbal

STORE Premier Linktown Local
LOCATION Kirkcaldy, Fife
SIZE 1,000sq ft
TYPE main road/residential

TOP TIP

If space is at a premium, stick to products you know will sell, rather than constantly changing them



I go with Booker's RRP across my red wines. Every month, there tends to be a new promotion on a specific line, so I'll stock that. Beyond that, I try to maintain consistency of products and pricing on all my other red wine products. People like to know what they're getting. The introduction of minimum unit pricing in Scotland has had an interesting effect on red wine sales. It seems to have made sales of cheaper red wines go up, as cider has become so much more expensive. I sell 10 to 15 cases a week more now of my lowest-priced red wines.

Jagjeet Hayre

STORE Premier Express
LOCATION Leicester Forest East
SIZE 1,500sq ft
TYPE main road/residential

TOP TIP

It is worth brushing up on your knowledge of red wine types so you can advise customers



I stick to selling pricemarked red wines and wines that are on promotion with Premier. It saves a lot of time and hassle for me in terms of setting prices. I am careful in terms of the wines I stock, though. I don't think it is a good idea to go too cheap for red wines – it is a treat and a drink to savour for most customers. I also adjust my order according to the seasons. In the summer, people want lighter, fruitier reds, with strawberry and raspberry flavours, while in the winter, richer shiraz and merlot reds are in demand.

REGIONAL NEWS

NFRN

Republic of Ireland

Warning on ATM contracts

The Republic of Ireland's district president, Martin Mulligan, has warned members not to sign any new ATM contracts, following Euronet Worldwide's acquisition of Easycash-branded ATMs in Ireland from Ulster Bank.

Euronet said approximately 400 ATMs will be integrated into its current network in the coming months but promised there will be no disruption to service. It has unveiled plans to offer value-added services on the ATMs, including cash deposits, foreign currency dispensing, event ticketing and promotional advertisements.

However, Mr Mulligan warned that such changes could often prove disadvantageous to retailers as they are left misinformed about how to strike a beneficial contract.

"I want to warn members to check their current contracts and not sign any new ones without first fully understanding the terms and conditions," he said.

"You have to be careful to check everything in these instances. We have seen some horror stories in the UK and when these acquisitions happen outside Ireland, it is a different matter because contractual agreements can differ. I plan to speak to members about this at our next district council meeting."



Max Haylett wins 2018 Foreman Cup

The Eastern Counties' North East branch has awarded this year's Foreman Cup to Max Haylett from the Lynn Grove Academy in Great Yarmouth. The cup is given to a local school athlete who excels in their chosen sport. Max Haylett's personal best is running 100 metres in 11.47 seconds. Branch president Debbie Turner and secretary Ralph Childs presented him with the cup at a school assembly. Mr Childs said: "It's a nice opportunity to thank the children in the borough."

Eastern Counties Will claim if issues remain unresolved 'They can't be bothered any more'

Retailers want Menzies late deliveries restitution

by Megan Humphrey

megan.humphrey@newtrade.co.uk

Retailers in the NFRN's Eastern Counties district will claim for restitution if service issues with Menzies Distribution remain unresolved.

District president Josie Dixon said ongoing late deliveries meant her papers often arrived at 6.15am instead of 5.30am.

"Menzies no longer has dedicated vans or drivers

because they sub-let them," she said, adding that she will claim for restitution if the situation does not change.

"One morning, I asked the driver why he was late, and he told me the man who was supposed to do it didn't get out of bed," she said. "Menzies will deny it, but that's what I was told. I will have to send restitution letters because, at the end of the day, it's loss of business."

Mrs Dixon, owner of Dixon's Newsagents in Suffolk, also supplies newspapers to a coach company taking visitors to a holiday camp.

"I have 56 papers going out on two coach trips. If we are late getting papers, they go without them," she said. "This doesn't look good for us or the coach company. If this happens on a daily basis during a busy season, we lose profit every day."

Other district members expressed a similar view of the wholesaler at their council meeting last week, with many concerned about competing with other members for early delivery slots.

Mrs Dixon said she had lost hope of the issues being resolved. "I've got to the point where I don't think it's going to change," she said. "They have got to a point where they can't be bothered any more."

W. Midlands Smiths meet needed

Retailers in the West Midlands are frustrated with continuing poor service from Smiths News, but have failed to secure a meeting with it to discuss the issue.

Birmingham and Coventry are reportedly two of the worst hit regions. The introduction of extra paper drops, combined with heavy traffic in the area, has led to an increase in late deliveries.

Julia Bywater, from Bywater Newsagents in Staffordshire, said the wholesaler is unable to cope with the size of the area it now delivers to.

"A lot of retailers around here are constantly battling for earlier papers," she said. "I have suffered with late deliveries and missing titles. I haven't got the time to keep fighting this. I have had to claim restitution."

Coventry branch presi-

dent Charlie Ganatra said he had called Smiths 20 times this month to complain about late deliveries. "I had to chase £300 worth of paper returns and no one spoke to me," he said. "It is the sheer arrogance I don't like. I am paying more than £60 a week for a service that is poor."

The district continues to chase Smiths News to schedule a meeting.



Upcoming regional trade events

Back to School

Date 2 August, 10am-8pm
Location Suman Bros, Watford

NFRN/NewstrAid curry night & trade show

Date 11 September, 6pm-10pm
Location 3D Centre, Bolton

NFRN/Menzies open day

Date 20 September, 9.30am-2pm
Location Menzies Linwood

Contact Megan Humphrey with your trade news on 020 7689 3357, megan.humphrey@newtrade.co.uk or @MeganH_RN

YOUR VIEWS

■ Smiths' late driver refused to refund me

On 12 July, I phoned Smiths News three times in the morning to ask why I hadn't received my papers. Each time, I was unsuccessful in reaching a resolution.

Around 1pm, I received a call from the Milton Keynes depot saying they did not know what had happened to my papers and would find out and call me. Of course, this never happened.

By the time the driver turned up with the papers, all my staff had gone home. I asked him to call his manager to authorise the payment for me for home delivery and the loss of sales, but he refused, so I refused the delivery, which meant I had no papers in the shop.

I believe Smiths News is abusing its position.

Vijay Patel

Higham News, Higham Ferrers, Northamptonshire

A Smiths News spokesperson said:

"This situation was caused by a new driver on the round who made a mistake and doubled back to attempt to correct the error, but was

unable to contact Mr Patel. This then had a knock-on effect. We are currently processing Mr Patel's loss of sales and apologise for the frustration and inconvenience caused to him on the day."

■ I hope The Sun looks at this survey

On 22 June, I completed a survey for The Sun.

It asked for suggestions about how to increase sales. I said that when it had promotions on or lead stories for events, I needed extra copies.

When it had vouchers for holidays and during the World Cup, I received an average of four copies extra per day, which equates to less than 1% of my supply.

On the week ending 14 July, I sent four copies back on the Monday; the rest of the week, I was sold out by noon. On the Wednesday England played, I sold out at 10.23am – even selling my damaged copies.

I also stated in the survey that wholesalers do not know that approximately 70% of my supply is delivered and trade is

affected when schools are on holiday.

I hope News UK studies the results.

Raymond Culverwell

JG Rileys News, Portsmouth

News UK had not responded to a request for comment by the time RN went to print

■ Thank you for your help with TfL and BT

A few weeks ago, I wrote to RN about Transport for London (TfL) refusing to put an Oyster machine in our temporary premises while our store got cleared of asbestos. TfL finally agreed to let us have one – all it needed in the end was evidence we were moving into a bona fide shop, which it could have asked for in the first place.

Unfortunately, when we moved into the new store, BT said we had two telephone lines, but could only find one and refused to give us another on a short-term contract.

However, RN contacted the TfL press office and I was able to follow up and sort things out, for which I am grateful.

Nainesh Shah

Mayhew Newsagents, Mayfair

VIEW FROM THE COUNTER

with Mike Brown



It was the 160th Great Yorkshire Show in Harrogate this week, so we were very busy early morning as the traditional exodus of farmers and devotees of country-living leaving Stokesley stocked up on newspapers, snacks and soft drinks from my shop. Blazing sun and scorching temperatures made sure everyone took ample supplies.

My Yorkshire calendars arrived from Menzies mid-June and have been selling steadily ever since. The first customers to buy them send them to relatives abroad to remind them of home at Christmas. This year, I have sourced a local supplier called Beachcomber Cards and its calendar of the Yorkshire coast has been selling well.

Our monthly comedy club had a coup recently, when this year's Britain's Got Talent winner, Lee Ridley (aka Lost Voice Guy), did a special preview of his 2019 national tour in our town hall. It was a brilliant night and a complete sell-out.

The three banks that once occupied beautiful Georgian buildings in Stokesley have left town. Now the 'for sale' signs outside are starting to look shabby and neglected. But despite the constant battle to maintain a vibrant high street, the community spirit is alive and well.

We recently sponsored a 'Celebration of Youth' day showcasing the young talent we have in the area and culminating in a youth concert in the evening. A treasure hunt ensured we had plenty of young visitors throughout the day.

With this year's World Cup, it was a pity we don't sell waistcoats or sandals. I was also hoping the vuvuzela would make a comeback, as I have a few still knocking around in the stockroom.

YOUR SAY Have you considered replacing your tobacco gantry? If so, for what reason?



Sarj Patel

Pasture Lane Stores, Loughborough, Leicestershire
We have already replaced our gantry and put tobacco under the counter. We did this because the gantry takes up a metre of space and we aren't allowed to show cigarettes anymore, so it makes no sense having it out. We now have shelving behind the counter with a new gin display. We also put up a sign saying we sell cigarettes, but most people know that already.

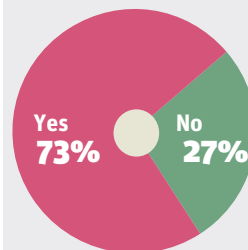
Ketul Desai

Nisa The General Store, Tufnell Park, London
I have decided to remove my gantry and replace it with products such as craft spirits and vaping. Tobacco is in decline and it make sense to replace the gantry with products that can help offset the fall. Regular tobacco customers aren't bothered if they can't see the gantry. They know we sell cigarettes and will come and ask us for tobacco, regardless of whether we have a gantry or not.

Jack Bhatt

Universal Newsagent, Highbury, London
I am not planning to replace my tobacco gantry. But tobacco sales seems to be changing and declining, and the people who are still interested go into supermarkets to buy it. I cannot compete with their prices, as I only buy a box or two and they buy a much higher volume and can sell it for less. It doesn't help that we are getting black market cigarettes pushed into the market for cheap.

RN READER POLL



Have you had supplier issues following the Brexit white paper?

NEXT WEEK'S QUESTION

Would a 1% turnover tax in business rates benefit you more?

Vote now at
betterRetailing.com

COLUMNIST



Neville Rhodes

We need new solutions

With News UK's distribution contract with Smiths News renewed, is the comfort of a long-term deal a risk in a declining market?

My initial reaction to News UK's renewal of its distribution contract with Smith News for a further five years, said by the wholesaler to be worth £200m a year at current values, was just four words: "same old, same old".

Later, when I was looking at the history of publishers' contracts, I came across a headline from 2013: 'News International extends Smiths News £200m contract'.

It really is the same old, same old – but why?

I can appreciate both parties want the security of a long-term deal, but given the newspaper market's rate of decline, how can they possibly believe their distribution to retailers in 2024 will be able to use the same business model as they do today?

I doubt whether in six years' time the news wholesalers will have even half the number of full-service retailer accounts they have today.

The combination of falling sales, shrinking margins, rising carriage charges and deteriorating service levels will see thousands of retailers

deciding over the next few years that their wholesale newsbill is no longer viable.

When the time comes, they will need to choose between finding other news sellers willing to supply them on a sub-retail basis, or giving up selling news altogether.

The latter course would be disastrous for the newspaper publishers, with hundreds of thousands of people left without easy access to a print edition of their daily paper.

Sub-retailing, the alternative to the newspaper 'black holes' that are otherwise inevitable, is already filling some gaps, but providing the service is nothing like as straightforward as it could be.

The wholesalers won't make it any easier because their business models are based on maximising carriage charge revenues, and every newsbill lost leaves a dent in their profits.

Publishers give the impression they don't know about sub-retailing, but when retailers are giving up accounts because they can't afford to keep them, they should be welcoming it with open arms.



A proactive approach by publishers to sub-retailing would transform the newstrade

In their shoes, I'd be on the lookout in every wholesale territory for enterprising retailers who could become sub-retailers (super-newsagents), and giving them real encouragement to get on with it, making sure there is strict adherence to their supply order levels, their deliveries are given priority and they have extra leeway for collecting and returning unsolds.

Publishers cannot, for legal reasons, act jointly over these matters, but as long as sub-retailing is treated as an 'open platform' for all titles, a sub-retailer who works well for one publisher is likely to do so for others.

Where publishers could work together is to develop, through the News Media Association, specialist software for secondary wholesaling, and make it available free, or at nominal cost, to any sub-retailer who needs it.

A proactive approach by publishers to sub-retailing along these lines would transform the newstrade. It would simplify the business of selling news for thousands of retailers with small and declining newsbills. It would also help enterprising newsagents and roundsmen extend the scope of their news operations, making them more profitable, and energise the relationship between publishers and retailers.

For the wholesalers, it would mean re-engineering their businesses to deal with fewer outlets, while becoming much more responsive to the needs of their remaining customers.

It's a big challenge, but one that the newstrade will have to face. That's why I hope the rest of the publisher-wholesaler contracts don't turn out to be more of the same old, same old.

Neville Rhodes is a freelance journalist and former retailer

★ Big gin brands still fastest sellers

✚ **Walking past** a wine shop recently – the owners might be offended if I called it an off-licence – and noticing a 70cl bottle of gin priced at £44.99, I realised the cult of posh gins was real, not just media hype. I'd read about shops stocking 20 or more different gins, and wondered how well they were selling. Were they hitting sales of Gordon's, Bombay Sapphire, Tanqueray or Beefeater, four of the biggest gin brands? Er, no. Latest research from Nielsen shows Gordon's is the fastest-growing alcohol brand, and the three next best-selling gin brands are also in strong growth. So, if you haven't the space for posh gins, or your customers don't have deep enough pockets to buy them, don't worry: the big brands are still the fastest sellers.

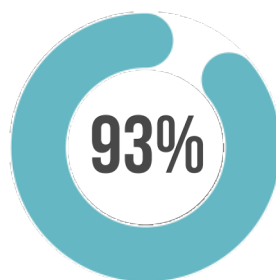
SNACKING VISION

86%
of shoppers seek
more choices for
healthier snacks*

Snacking is firmly a part of everyday life with adults relying on snacks to deliver against a number of needs including an energy boost, a little self-treat or hunger alleviation. Many are now opting away from the traditional three meals a day mentality to much more of a grazing culture.



The snacking
category is
now valued at
£25bn
and growing at 5%¹



of adults snack

63%
of adults snack
once a day
or more



Kerry Foods has identified a variety of consumer needs driving the snacking behaviours and choice, which has subsequently been distilled into four category drivers for growth:

SMARTER SNACKING

Consumers need healthier options for snacking to play a nutritional role and offer real food credentials

EXTREME CONVENIENCE

Consumers need snacks to support their lifestyle, not interrupt it

PURE PLEASURE

Consumers want moments of pleasure to unwind and enjoy

EXCITING THE SENSES

Consumers are looking for more from snacking to excite the senses

Smarter Snacking categories are outgrowing the total market, with meat snacking up in particular. In stark contrast, biscuits, chocolate confectionery and crisp snacks are experiencing decline².

Fridge Raiders is the smart snacking solution. Capitalising on the growing meat snacking category, Kerry Foods has brought all of its snacking products under the Fridge Raiders Masterbrand, inclusive of Mattessons, Fire & Smoke and GoGo's.

Each and every Fridge Raiders product is powered by protein and the perfect solution for modern day snackers. The portfolio has received a packaging overhaul, enhancing appeal with: a cleaner finish, delicious food photography and a more definitive Powered by Protein call out.



FRIDGE RAIDERS
POWERED BY PROTEIN

BE SMART

ENSURE YOUR RANGE
CATERS FOR THE NEEDS
OF SMARTER SNACKERS
BY STOCKING SINGLE SERVE
HIGH-PROTEIN SNACKS

INCLUDE SMARTER
SNACKING PRODUCTS
SUCH AS FRIDGE
RAIDERS IN YOUR MEAL
DEAL PROMOTIONS

STOCK FRIDGE RAIDERS
SLOW ROASTED 60g, THE N^o. 1
EAT NOW MEAT SNACK
IN THE UK³

WORLD FOODS

Britain is changing, and with many shoppers getting used to eating a wide spread of cuisines daily, their needs are changing, too.

Olivia Gagan reports on a category that is getting more relevant year on year

A flavour for everyone

At the beginning of this month, RN visited Woodhouse Road Londis in Leeds – a business the symbol group has used to showcase its best practice. And here, given a shelf of its own, was a wide range of American confectionery.

“Customers see the brands on Netflix and want to try them,” the group’s brand director, Martin Swadling, said.

This is just one example of the changing nature of the world foods category – once relevant only to a minority of stores in cosmopolitan areas where immigrant communities would be looking for a taste of home. With a new generation of customers emerging who are comfortable with (and are demanding) the ingredients of a wide array of cuisines, many stores are keeping on their toes and adapting their world foods ranges on a regular basis.

Fi Mehmet Guzel’s SimplyFresh Bethnal Green store sits in the middle of east London, a part of the capital which sees local long-term residents of multiple nationalities living alongside young professionals new to the area. As a result, his store must cater to a wide variety of tastes and interests.

He says the most successful international foods to look out for are those that are ubiquitous in their home countries, before getting repackaged as trendy products in the UK. Agua de coco, for instance, is a staple fresh soft drink in Brazil. Here in the UK, coconut water comes pasteurised in cartons, and we have quickly become the world’s third-biggest consumer after Brazil and the US.

Mehmet warns sales of trend-

driven international products can be unpredictable and fast-changing, however. “Interest in bottled coconut water has actually diminished in the past few months, and quinoa is another international product where sales are not as strong as they were,” he says.

“New products emerge all the time, so it is a good idea to ask customers what they are interested in. For example, sales of kombucha drinks, which is a fermented black or green tea usually drunk in China or Russia, are increasing.”

Or

This is a dynamic category, so as well as asking shoppers what they are on the hunt for, it can be helpful to talk to international staff before adding a new line. Robert Kirkwood, of Mossgreen Convenience Store in Dunfermline, says while international foods do not make up a large part of his shop’s offer, he stocks a small number of Polish items. He advises deferring to the expertise of staff with local knowledge of what is popular: “One of my managers is Polish, so she will do the order for those products.” He says stock orders are managed carefully, with world foods ordered on an ad-hoc basis. “I don’t have standing orders for these products, as the ordering quantities are usually small,” he says.

Ordering carefully is essential for smaller stores, where each product stocked has to earn its keep on the shelf. Faraz Iqbal, of Premier Linktown Local in Kirkcaldy, says: “I only have 1,000sq ft to work with, so I order international foods only when customers specifically request them. Once I have them, I then monitor sales carefully. The products that turn over well get to stay.”

All the retailers we spoke to ad-



Customers see the brands on Netflix and want to try them

vised observing the mix of nationalities living and working in your local area, and adjusting your stock to match. Bharat Dalal, of Old Man’s Premier in Oxford, says: “Areas change all the time, so talk to your customers, and find out where they are from and which products they are struggling to find.”

Look beyond ambi

Bharat says there are opportunities to please customers by adding international products across categories and target audiences. He also advises dotting products around the store, rather than just stocking everything in a dedicated place.

“My primary world foods are ambient Polish and Romanian products, and I sell 10kg and 20kg bags of rice, which appeal to customers cooking rice on a daily basis. But I also have a lot of success with American confectionery, which is placed with all our other sweets. Youngsters are well aware of international brands. In the fresh aisle, I stock a lot of Mediterranean products, because they do particularly well in the summer – things like antipasti, which often sell alongside a bottle of chilled wine, and sundried tomatoes for cooking.”

He says world foods present an opportunity to build customer loyalty. “My customers know I’ll try my best to find a certain international product for them. Sometimes this



World foods are finding a place at fixtures alongside more traditional core products

means going beyond your usual supplier and going online to find a stockist. One gentleman comes to my store because I ordered in a hard-to-find rye bread for him, for example. It's worth it to build customer confidence in your store."

That said, he warns that with small orders, which may not sell through as quickly as key items, "stock rotation and date checking becomes even more important than usual. You don't want to miss anything out-of-date."

Looki

It is clear world foods present a chance to build a dynamic,

intriguing product offer for your customers. From talking to customers to managing orders carefully, successfully stocking world foods follows much of the same principles as any other type of product.

Looking ahead, a number of retailers who spoke to RN wondered what the trade implications of Brexit could be – a rise in excise duties, for example, could drive the price of imported European products up. But for now at least, there is ample opportunity to create a product range that both pleases shoppers and meets the needs of your local area. ●

DRIVING CIDER SALES WITH SMIRNOFF CIDER'S NEW FOUR-PACK CAN FORMAT

Following the extension of the Smirnoff Cider range last summer to include a new 'Mandarin & Pink Grapefruit' variant and 330ml can multipacks of its existing Passionfruit & Lime and Raspberry & Pomegranate SKUs, the brand is now extending further to include a new four-pack can format, helping retailers continue to unlock the full potential of the cider category and meet consumer demand.

Here, Katie Hunter, innovation commercialisation manager at Diageo, highlights key merchandising advice for retailers to boost cider sales over the summer period.

CLEAR PRICING

Visible pricing is a key factor in the decision to purchase. Shoppers are less likely to make a purchase if they are unsure of the cost. Ensure the price of each product is clearly labelled to avoid confusion. PMPs are a great way of reassuring shoppers that they are paying a fair price.

MAXIMISING FRIDGE SPACE

Half of all beers and ciders purchased in the convenience channel are consumed on the same day. Cider should always be stored chilled to enable speedy purchases which cater to impulse shoppers.

EVENTS

Fruit cider is a popular choice for consumers during key events including sports viewing to barbeques and picnics. Retailers should tap into these occasions with in-store displays and eye-catching POS materials in order to help drive cider sales.



Please drink responsibly.

drinkaware.co.uk for the facts

BACK TO SCHOOL

Do your homework

With schools limiting consumption of sugary sweets and parents more conscious than ever of what their children are eating, retailers need to be on their toes for this year's back-to-school period. **Priyanka Jethwa** reports



AG Barr

Barr Soft Drinks is advising retailers to stock up on popular brands to capitalise on the back-to-school opportunity

Adrian Troy

Marketing director,
AG Barr

Water is a must-stock for back to school and format is key. Strathmore is available in a range of pack sizes, including 330ml, which is an ideal size for lunch boxes.

How **Anita Nye**, of Premier Eldred Drive Stores, Kent, will tap into the healthy eating trend to increase back to school sales



We tend to stick to the back-to-school offers Premier runs on brands such as Capri-Sun and Fruit Shoot, both of which are popular as the kids go back. A few months ago, we also introduced a range of under-100 calorie snacks sourced from Suma Wholefoods, and brands such as Organix and Kiddilicious are particularly popular with mothers. This is because we have two schools near us, with one school strict on what the children are allowed to take as part of their packed lunch. Therefore, we now stock products such as Sweetcorn Puffs, Veggie Chips and Carrot Puffs which have taken off really well.

KP Snacks

The snacks supplier is advising retailers to include a healthier snack option as part of meal deals for students

Matt Collins

Trading director,
KP Snacks

Around 39% of shoppers specifically want nuts included as part of meal deals, therefore our new range of single nuts and energy mixes offer a natural source of protein to appeal to health-conscious consumers.



Coca-Cola European Partners (CCEP)

The soft drinks giant is helping retailers increase back-to-school sales by focusing on offering a variety of soft drink formats

Amy Burgess

Trade communications
manager, CCEP

It's worth offering a wide choice of products, and to consider a range of variants and pack formats to appeal to every consumer need. Retailers should also keep on top of any new or limited-edition drinks.



What children are finding in their lunch boxes is changing



Make sure you are constantly rotating and updating what you have on offer

Yazoo

Yazoo is advising retailers to stock low-sugar milk drinks as more parents look for healthier options to sugary soft drinks

Wayne Thompson

Customer marketing manager,
FrieslandCampina

Yazoo No Added Sugar provides an opportunity for retailers to capitalise on drink sales, as it offers parents a wider choice when buying products for their children's lunch boxes.



Juiceburst

The juice brand's variants offer shoppers a variety of exotic flavours, as demand for new tastes grow

Sarah Brooks

Head of marketing,
Purity Soft Drinks

We've seen an increase in the demand for a variety of flavour options, so we have added two new flavours to our Juiceburst range: Sour Cherry and Strawberry & Apple.



How Duncan McCutcheon, of McCutcheon Newsagents in Tyne & Wear, has adapted to back to school trends



As a Premier store, we stick to promotions our symbol group offers us and I've found that with schoolchildren, they gravitate toward meal deals, as well as multipack offers such as two for £1.50 on soft drinks. We have a Co-op next to us, so it's about finding ways to differentiate ourselves. We used to have a large selection of stationery, but as times have changed and with more people ordering things online, it's become harder. There isn't a demand for it any more. However, meal deals may just be the next big thing.

Eat Real

The wholefood firm is innovating in the back-to-school category by introducing healthier, under-100 calorie snacks for children

Debbie King

Director of commercial sales
and marketing, Eat Real

Our Veggie Straws are made from natural ingredients and contain 99 calories per 20g pack. They are available in singles and 5x20g multipacks.

Grabits

The company is encouraging retailers to capitalise on the meat snacking category, as more parents look for protein snacks

Felipe Castillo

Head of innovation,
Grabits

Healthier products, wholefoods and gluten-free are some of the key consumer trends and Grabits offers a low-fat alternative to standard, higher-sugar snacks.



How Narmeen Sarwar, of One Stop Stoneyburn in West Lothian, will use promotions to attract parents as the school holidays end



Robinsons is very popular, especially with the two-for-£2 deal we currently have on. When this offer is available, mothers come in buying four bottles at a time. Promotions on six-packs of crisps also sell really well, alongside multipack offers on soft drinks generally. The key for the back-to-school period is to make sure you are constantly rotating and updating what you have on offer. Soft drink promotions also work well for us because we have banned the sale of energy drinks to under-16s, so they look for something else to buy instead.

Brioche Pasquier

The French baked-goods company says retailers should offer shoppers a range of bakery snacks

Matthew Greuter

Sales manager,
Brioche Pasquier

Each Pitch roll is individually wrapped so it can be easily packed into a lunch box. Pains au Lait also come in packs of six or eight and have a long shelf life.



How John Parkinson, of Broadway Premier News in Conwy, will use meal deals to increase back-to-school sales



The soft drinks category is always a bestseller during the back-to-school period. Fruit Shoot 10-pack at £1.50 is popular and we tend to load up on those. We found this has become popular all year round. We've also started to take on more of Booker's meal deal promotions, which we have found to be popular with sixth-form students. We're one of the closest shops to the schools as well, so we have to try to cater for them as best as possible. We also sell single fruit, like bananas, for 25p each. With the infants and juniors from the primary school, they still come in for sweets and comic books.

THIS WEEK IN MAGAZINES



Launch of the week

NEW FOOTBALL SEASON, NEW OPPORTUNITY

Just because the World Cup is over, it doesn't mean sales of football magazines are going to fizzle out. With a new season about to kick off, Football 2019 is the first to capitalise on the anticipation

THE WORLD CUP may be over, but the Premier League is just about to start. With two weeks to go, the folks behind World Soccer have put together another of their annual special issues, taking an in-depth look at the upcoming season of English football.

The Football 2019 guide, published by TI Media, includes interviews, articles and analysis of the teams and players in the top leagues of English football, including the Premier League and the EFL Championship. Marketforce forecasts 14,500 copies sold nationally, with around 15% of them coming from independents, as in 2017, so make good use of this once-in-a-year opportunity.



FOOTBALL 2019
On sale out now
Frequency annual
Price £4.99
Distributor Marketforce
Display with World Soccer, FourFourTwo

My week in magazines



Marcello Perricone

Magazines reporter
marcello.perricone@newtrade.co.uk

IT'S IMPORTANT TO CHALLENGE EXPECTATIONS

There is untold value in thinking differently. Whether as a company or as an individual, the ability to adapt traditional ways of working or thinking can pay huge dividends.

In conversations with publishers such as Redan, DC Thomson, and The GMC Group, I found many magazines typically aimed at one gender or age group were seeing sales outside their demographic. As times change, it is very important for both the industry and retailers to constantly challenge expectations.

Categories such as Lego and cooking are still conservatively classified for 'primary boys' or 'women's interests', but increasingly hold a wider appeal to both sexes. Genres such as motoring, for example, are aimed typically at men, despite 46% of drivers being women, according to data from the Department for Transport.

Furthermore, recent research by publisher TI Media revealed 79% of women strongly influence the purchase of cars, yet 75% of them feel the automotive sector doesn't understand them as consumers – a missed opportunity, given women are the biggest magazine audience out there.

Publishers and retailers should be aware of their changing audiences and make sure their offerings are attractive to them, in order to fully capitalise on the sales opportunity they offer.

Opportunity: trends

Pay attention to trends that are important to your customers and don't be afraid to shake your range up to tap into them. There are sales to be had from customers outside a magazine's traditional target audience.

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

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

RN

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THIS WEEK IN MAGAZINES

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MINI MAGAZINE

- The former Modern Mini has been relaunched with a new name, but its editorial content still covers how to best tune, modify and personalise Minis.
- This relaunch edition is priced at £5.99 and comes with a 'Mini in the Park' souvenir guide aimed at capitalising on the 16% sale share of this mag at independents.



On sale out now
Frequency monthly
Price £5.99
Distributor Seymour
Display with Fast Car, Performance VW, Performance Mini



GOOD HOMES

- Good Homes went through a brand refresh this month, bringing a new look to the home interest magazine.
- September's issue brings expanded real home case studies and decorating features to make use of the new style's larger images.



On sale 1 August
Frequency monthly
Price £3.80
Distributor Marketforce
Display with House Beautiful, Ideal Home, Real Homes



PUZZLER COLLECTION

- A mixed puzzle magazine in circulation for 40 years, Puzzler Collection includes 162 of the most popular puzzle genres, including crosswords, sudoku and wordsearches.
- This bumper issue increases the cover price from £2.99 to £3.50, and includes a free pen and competitions with a combined prize value of £7,525.



On sale 1 August
Frequency monthly
Price £3.50
Distributor Marketforce
Display with Take a Break's Puzzle Selection, Family Wordsearch Jumbo



SO MAGICAL!

- The former Fairies magazine has taken some time off, and rebranded as the new title So Magical!.
- It includes stories, activities and gifts such as stickers themed around fairies, mermaids and seasonal trends.



On sale 31 July
Frequency bimonthly
Price £4.49
Distributor Seymour
Display with Disney Frozen, Love From, Totally



WALNUT

- Biannual health and food publication Walnut is releasing its fourth issue, printed on 100% recycled paper with 100% vegetable-based inks.
- It features an exclusive interview with cook Melissa Hemsley and recipes from her latest book, Eat Happy, alongside columns, articles and recipes about healthy eating.



On sale out now
Frequency biannual
Price £10
Distributor MMS
Display with Healthy Food Guide, BBC Good Food, Delicious



Bestsellers Gardening/farming

Title	On sale date	In stock
1 Kitchen Garden	26/07	<input type="checkbox"/>
2 Grow Your Own	02/08	<input type="checkbox"/>
3 The English Garden	18/07	<input type="checkbox"/>
4 Gardens Illustrated	19/07	<input type="checkbox"/>
5 Country Smallholding	26/07	<input type="checkbox"/>
6 Gardeners' World Guide	07/06	<input type="checkbox"/>
7 Practical Poultry	15/06	<input type="checkbox"/>
8 Your Easy Veg Garden	02/01	<input type="checkbox"/>
9 Smallholder	03/08	<input type="checkbox"/>
10 BBC Gardeners' World	25/07	<input type="checkbox"/>
11 Your Chickens	11/07	<input type="checkbox"/>
12 Countryside Bumper Pack	26/07	<input type="checkbox"/>
13 Practical Pigs	01/06	<input type="checkbox"/>
14 Scottish Gardener	28/07	<input type="checkbox"/>
15 Taproot	20/07	<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



HATCHIMALS

- Hatchimals was one of the top-selling toys of 2017, and it is now in print format thanks to this exclusive magazine.
- It includes activities, news and comics about the brand, alongside a collectable egg.



On sale out now
Frequency monthly
Price £3.50
Distributor Immediate
Display with My Little Pony, Paw Patrol, Lego Star Wars



PERFORMANCE MINI

- This motoring magazine features product reviews, tuning guides and regular maintenance tips for Mini enthusiasts.
- September/October's issue comes with a Mini in the Park souvenir guide and is priced at £5.99.



On sale out now
Frequency bimonthly
Price £5.99
Distributor Seymour
Display with Fast Ford, Jaguar World, Mini Magazine



GO GIRL

- This 32-page magazine features activities, movie news and celebrity stories aimed at pre-teen girls.
- August's issue includes a free bonus magazine, World of Unicorns, alongside unicorn stickers, a My Lovely Kitty figurine and the magazine's first-ever drawing competition.



On sale out now
Frequency monthly
Price £5.99
Distributor Seymour
Display with Lego Specials, National Geographic Kids, Minecraft World



SPECIALIST CHOICE JOHN VINE, NEWS WORLD, CHURCH STRETTON, SHROPSHIRE WOMAN & HOME

Who buys it?

This magazine appeals not only to women aged 50 or over, but we also get younger people buying it as well.

How do you display it?

I double-front it on the shelf for the first week and place it close to the children's section, so parents and grandparents can get something for themselves when they buy a magazine with their kids.

On sale out now
Frequency monthly
Price £4.50
Distributor Marketforce



Expert advice Alex Coates- Newman

Publisher of Hatchimals,
Immediate Media

As the number one magazine publisher for children, we work with the best brands to create unique, authentic and engaging content for our readers. Together with innovative cover gifts, we are focused on delivering the best-value packages in the market.

In the past two years, collectables have become the hottest trend for girls, with brands such as Shopkins, LOL Surprise! and My Little Pony translating into some of the top-selling titles in the market.

We are very excited to be launching Hatchimals magazine. It has been a huge hit, winning Toy of the Year Award 2017, and is the fastest-growing standalone toy property. We have managed to secure exclusive 'Colleggtibles' that can only be found with the magazine and will be a real driver for Hatchimals fans to come to the magazine category.

Our strategy

Who buys your title?

Our core target readers for Hatchimals are five-eight-year-old girls – they will buy the magazine as a pocket-money purchase – and we also expect a high level of parental purchase.

How should your title be promoted in-store?

Hatchimals should be displayed prominently at the front of shelf, ideally with a full facing, and should be near other girls' magazines such as LOL Surprise!, Shopkins and Lego Friends. There have been fewer launches in the market this year, so it is a great opportunity to drive extra sales by promoting this title.

How are you investing in independents?

We have a merchandising team who go into approximately 1,000 independents every month, providing PoS and information on our brands. We also send in shelf talkers throughout the year to around 5,000 independents to support key issues.

COMING UP IN NEXT WEEK'S RN

Copy the supermarkets (but do it better)

RN takes a look at the biggest, best and most bizarre innovations in the convenience market and the ways any independent business can copy them for a fraction of the cost



RN

PROPERTY



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Takings £5,500pw Ref:G32423XB

Herts/Beds/Essex 01908 904555



Newsagents
Hawes, Wensleydale
F/H £225,000 – L/H £85,000
Takings £330,000pa Ref:T33057YK

Yorkshire 01423 502121



Village Stores
North Somerset Coastal Village
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Takings £400,000pa Ref:GT33693X

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6810996

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4710055



JK News, Woodford Green

Leasehold £49,000

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- Town centre location, near residential area

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2411513



JT & SM Howell News, Norwich

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