

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 20.07.2018



## Maximise your post office

Mentoring helped Raaj Sangha grow weekly turnover by £3,000. Could the tips he received help you?

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# The Brexit fallout begins

- Retailers' reports of early supply chain restrictions show how leaving the EU could threaten your stock
- Industry calls for clarity from government after white paper fails to provide answers

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Shaping the future  
of independent retail  
since 1889



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# 6 big brands to attract little readers

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**“Customers buy tobacco regardless of whether they see a gantry or not. My weekly sales have been steady at £3,500, despite the gantry not being directly behind the till”**

Martin Ward p4

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**WE LEAPED AT THE CHANCE TO OPEN IN OXFORD'S NEW MALL**  
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**WELCOME**

**Southgate showed himself to be a good leader – someone who listened to others and took advice from those above and below**

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**"The brewery offers a lot of tours and sometimes we get trade from them and vice versa" Page 17**



**Editor**

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**I**f Gareth Southgate is free in late November, he would make a great motivational speaker at the Independent Achievers Academy gala dinner.

While the England team didn't bring football home last week, his experiences during his World Cup campaign would provide valuable lessons for any independent store owner.

Southgate showed himself to be a good leader – someone who listened to others and took advice from those above and below in his squad's leadership team.

He also inspired a culture among his players where club cliques were replaced by a team mentality and all-round buy-in to his game plan. Young players were invested in, tactics were reviewed and improvements were made.

England was always unlikely to win the World Cup. Nevertheless, Southgate taught his players it was okay to believe. That confidence was a huge boost to all concerned.

The question Southgate needs to answer now is as crucial for retailers as it is for the England team: what's next?

He needs to build on the momentum achieved in the past month, just as retailers need to decide their next steps after a profitable sales season, a fantastic refit, the promotion or recruitment of a staff member, or the introduction of new products, services or technology.

In one interview, Southgate said: "It's nice that we've got the enthusiasm and the encouragement from the tournament, the belief from the experiences we've been through, and that allows us to go back and identify exactly what we need to do."

It's time to apply that philosophy to your own store.

# BREAKING NEWS

## ACS calls for Link openness

The Association of Convenience Stores has called for transparency from Link regarding the impact of its interchange fee cut on rural ATMs during an evidence session in parliament.

The meeting of the All-Party Parliamentary Small Shop Group focused on the challenges facing free-to-use ATM operators in light of recent cuts. Link confirmed it will provide monthly reports to the Payment Systems Regulator on the number of free-to-use ATMs which are further than 1km from the next-closest free ATM, as well as updates on how its Financial Inclusion Programme is working.

ACS chief executive James Lowman said: "Cash machines in convenience stores are an essential service for the millions of consumers that rely on cash. Retailers cannot be expected to subsidise the network."

## Consumer confidence is up in Q2

The summer weather, royal wedding and World Cup have generated increased levels of consumer confidence and spending in the past year, according to Deloitte's Consumer Tracker report.

The survey, which questioned more than 3,000 UK consumers between 15 and 18 June, placed confidence levels at -4% on the second quarter of 2018 - in contrast to 2017's -10% during the equivalent quarter.

Ben Perkins, head of consumer research at Deloitte, said: "Challenges persist for the retail and casual dining sectors. We're not out of the woods yet, but this helps drive footfall and spending in the short term."

**Stores consider replacing displays** 'Customers buy tobacco regardless of whether they see a gantry'

## Tobacco's decline leads to retailer gantry doubts

by Alex Yau

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More retailers are considering replacing their tobacco gantries amid growth in categories such as vaping and calls for increased support from suppliers.

Bimal Patel, of Londis Ferme Park Road, in Haringey, told RN his gantry contract is due to expire within the next two years. "Tobacco is a declining market and I am considering moving my gantry and replacing it with products such as

craft alcohol or vaping.

"These categories are growing in popularity and it only makes sense to highlight them more. We are getting fewer reps into the store nowadays and seeing less support and advice overall."

Martin Ward, of Cowpen Lane News in Billingham, added he has also considered the removal of his gantry. "My contract is near expiration and whether we will renew the five-year contract is another matter. Customers buy tobacco regardless of whether they see a

gantry or not. My weekly sales have been steady at £3,500, despite the gantry not being directly behind the till."

The comments come as Londis brand director Martin Swadling announced he is to recommend new and refitted Londis stores to replace tobacco gantries with backlit displays for products such as vaping.

Joe Williams, of Spar The Village Shop & Post Office in Hook Norton, added: "I use an automated gantry which is half the size of a tradi-

tional one. You are not in a contract which dictates the products you buy. The cost of tobacco is already quite high."

However, others warned the removal of gantries could increase illicit trade.

Bob Sykes, of Denmore Premier Food & Wine Stores in Rhyl, said: "I will probably renew my contract when it expires. Customers will go elsewhere if they see you don't have a gantry. There is a lot of illicit trade in the area and this could increase it."

## Irish retailers welcome compostable cups

Retailers have welcomed the rollout of 100% compostable and fully biodegradable coffee cups to Irish Spar and Londis stores.

The initiative, spanning more than 1,040 stores in Ireland, will prevent 19 million coffee cups from going to landfills each year.

Martin Mulligan, of Mulligan's Londis in Athlone, told RN the introduction of biodegradable cups was a positive move.

"I use Kenco, as I find it a very good, consistent coffee, but we are still on the regular cups. I welcome anything related to recycling," he said.

BWG Group's chief executive, Leo Crawford, added: "We recognise the importance of providing sustainable packaging solutions which meet the preferences of consumers and are good for the environment. We are pleased to be able to source the solutions via Irish packag-

ing companies."

The disposable cups are supplied by Cork-based Down2Earth Materials, and the companies plan to introduce other sustainable packaging options in the near future, including compostable food containers, cutlery and drinking straws.

### Eat17 opens eco-friendly store in west London

Eat17 is opening a new store in Hammersmith in west London, complete with an indoor street food market and yoga classes. The new store will feature its own-brand labels, such as Bacon Jam, alongside Spar own-brand products. James Brundle, co-founder of Eat17, said: "We aim to provide an eco-friendly store and our refillable food lines are popular with customers. They can bring their own reusable containers and refill items such as olive oil, detergent and pasta."



**Government's supply chain proposals are short on detail** 'Our biggest worry is the unknown'

# Retailers want clarity after Brexit white paper

by Megan Humphrey

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Retailers and trade bodies have called for clarity over risks to the supply chain caused by Brexit, following the publication of the government's white paper last week.

The paper, which was released on 12 July, outlined the government's initial plans for trading with the EU once the UK leaves. It proposed a customs deal allowing the UK to charge its own tariffs for imported goods, and taxes on international products and employment rules for foreign workers.

Vince Malone, from Tenby Post Office in Pembrokeshire, said the paper simply reiterated existing information, but he had been shocked to hear his local milk supplier had immediately decided to hold back investment.

"They are not confident about investing in new packaging materials and have told us they can only provide us with their current level of service," he said. "This worries me, as we were hoping for this partnership to grow, but it's plateaued."

He added: "Our biggest worry is the unknown. We have also put discussions

about expanding our store on hold until we feel comfortable with what's going to happen. I would like a definitive answer at the earliest opportunity about how Brexit will work."

Arla Foods has also warned of a 'dairy dilemma', leading to a potential shortage of dairy staples.

British Retail Consortium (BRC) chief executive officer Helen Dickinson said: "The BRC will be launching a toolkit to help retailers and their EU colleagues understand what steps they need to take."

The Association of Convenience Stores added it is working with the govern-

ment to get more clarity on what its proposals will mean for the convenience sector, as well as their effect on the labour market.

However, retail analyst at GlobalData Thomas Brereton said British suppliers could experience a 'silver lining'.

"With the largest grocers reliant on international buying power and keeping product mixes fixed, smaller independents may be more flexible, increasing the number of UK sources, which will incur less uncertainty for the near future, and thus offer consumers more reliable, fixed prices," he said.

## Booze ban 'cut soccer crime'

The likelihood of anti-social behaviour in Manchester city centre during England's World Cup semi-final against Croatia was reduced following a ban on off-licences selling alcohol, according to Greater Manchester Police (GMP).

The voluntary ban, suggested in a letter from several councils to businesses last week, asked retailers not to advertise or sell alcohol in glass containers between 2pm and 9pm.

A GMP spokeswoman told RN: "A number of off-licences did work with us, which undoubtedly contributed to the smooth running of Wednesday's event."

When asked if similar alcohol restrictions will be placed on events in the future, the spokeswoman said: "Each event is risk assessed individually and it's something we consider as part of the assessment."

## Mike Mitchelson in retail crime talks with minister

NFRN national president Mike Mitchelson met with his local MP, justice minister Rory Stewart, to discuss retail crime and the support needed from government to overcome it. During the visit to his store in Brampton, Cumbria, Mr Mitchelson told Mr Stewart all retailers had the right to feel safe in their shops and live their lives free from crime. "Police budget cuts and the lack of bobbies on the beat mean retail crime victims are not getting the response times and services they deserve," he said.



## Plan for Profit gets social

Today's Group has launched its new Facebook and Twitter profile for Plan for Profit, which will cover industry news, retail insights and services and tools to help retailers grow their businesses.

To celebrate the launch, the national buying group is giving one retailer the chance to win an iPad, sponsored by Robinsons Refresh'd and Drench. To enter, retailers must enter their details at the Facebook page.

Today's Plan for Profit is available in-depot, through social media, via its website and through its recently relaunched mobile app.

## Summons over rates for 200k firms

New figures show nearly 200,000 firms received court summons for failing to pay business rates in a recent 12-month period.

Consultancy Altus Group issued freedom of information requests to

councils across England to discover how many businesses had been summoned between 1 April 2017 and 31 March 2018.

Birmingham City Council and Liverpool City Council had summoned 7,044 and

3,538 businesses to magistrates respectively.

Anita Nye, of Premier Eldred Drive Stores in Orpington, said: "The government says it's helping, but these numbers say otherwise. Businesses are

struggling because they're getting increasing rates added to other overheads."

However, Jai Singh, of MJ's Go Local Extra in Sheffield, said: "We get relief, which shows the government is helping."

# STORE LOOKBOOK



**£440m**

Amjad's store is at the heart of a new area of investment

## Building an empire

Oxford is changing fast, but the arrival of a new retail centre has given one much-loved local business an opportunity to maintain the city's identity in even its newest areas. **Megan Humphrey** reports

**A**mjad Hussain's family have been serving Britain's brightest and best for generations. The Tuck Shop – nestled among some of the oldest of Oxford University's colleges – is a popular and much-relied-upon sweet shop, tobacconist and newsagent.

It also happens to be as different as is possible from Amjad's new store: a brand-new unit at the entrance of Oxford's £440m retail development, Westgate. The store has become the sixth in the Globe News empire that the Hussain family has gradually built over the past 25 years.

"We initially made the enquiry, and Westgate got back in touch with us pretty quickly," Amjad says. "Being on the street at the front means we have access to shoppers, as well as a number of bus routes, colleges and local businesses – it's great."

Unlike the Tuck Shop, this store is a blank canvas and it is giving Amjad an opportunity to create a store that suits a modern, busy customer base.

"I decided to add a food to go offer – with homemade baguettes and cakes – as well as a coffee machine. Both of these have proved very popular and I truly believe this is the way forward. Being able to offer this is vital. Situated where we are, people tend to want to consume on the go."

Planning and creating the rest of the store, however, has been a matter of look-

ing at what works in the other Globe News businesses and consulting the decades of experience Amjad's father has accumulated.

This has been particularly crucial in a difficult first seven weeks – when the heat-wave and World Cup have meant many shoppers have swapped retail therapy for sunbathing, barbecues and watching England and their competitors play. But improvements are planned to increase the store's appeal.

"We are having blinds installed at the front next week, to tidy the store up a bit. We will also be offering the National Lottery in the next three to four weeks, which will really help – PayPoint is already bringing us in some great sales," he says.

And Amjad knows patience is needed when a business – and its surrounding development – is so new. "Sales aren't where I want them to be yet, but we have only been open for seven weeks," he says. "Once we have a full year behind us, it'll be easier to assess how it's going."

One idea, taken from his 15 years' experience, is introducing a tourist-friendly range of gifts. "I've installed an Oxford memorabilia section in the window of the shop so tourists can see it when they walk past," Amjad says. "This is something unique to Westgate, and shoppers have just started to show interest – it's really helping footfall. Building a customer base is what

**I wanted people to have an idea of what we were about, so I decided to plaster the walls with a newspaper-themed wallpaper** **AMJAD HUSSAIN**



## STORE TOUR

- 1 Newspaper wallpaper covers the store, letting customers know what they can buy in-store
- 2 The food to go offering caters to shoppers who want to consume on-foot in the local area
- 3 This is Amjad's sixth store opening to date across his career in retail
- 4 Coffee cups on display in the front window invite customers in to enjoy the luxury of a hot drink on the go

## INFORMATION

### Location

Castle Street, Oxford UX1 1LJ

### Size

400sq ft

### Average basket

£6

### Number of staff

Five

### Key categories

Confectionery, ice creams and soft drinks



# STORE LOOKBOOK



I'm focusing on right now, we need to let as many people as possible know we are here."

Luckily, Amjad has discovered that operating within a complex such as Westgate has more benefits than he expected when it comes to marketing. "We are lucky Westgate takes care of all the store promotions through social media, so I've been doing a lot of leaflet-dropping alongside this."

It is also giving him more time to develop the store's identity – ensuring customers are aware of the Globe News brand and its long-standing connection to the town.

And Amjad has found an innovative and smart way to do this in-store.

"I wanted people to have an idea of what we were about, so I decided to plaster the walls with a newspaper-themed wallpaper. I didn't want the walls to just be painted magnolia, I wanted people to know what we do," he says.

So, while this new store hasn't been at the beating heart of the town for generations, Amjad and his family are bringing a much-loved family business into one of Oxford's newest areas and ensuring it is part of the city's life for generations to come.

"I'm really proud of what my team and I have achieved," he says. ●



## STORE TOUR

5 Amjad is looking forward to a full year of business, despite a steady start

6 A selection of Oxford memorabilia adorns the front window encouraging tourist footfall

7 Fresh cakes and baguettes are available for purchase daily



# DON'T MISS NEXT WEEK'S ISSUE

OUT  
27 JULY



## Be top of the class with our back-to-school guide

Learn how the best retailers profit from **stocking the right snacks, drinks and confectionery** for children and parents. Plus, get supplier advice on what to include in your lunch box offer.



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# SYMBOL NEWS

## Refit and IAA boost sales £13k

An independent retailer in Bedford has increased his weekly sales by £13,000 after spending £140,000 to refit his store as a Premier and working with the Independent Achievers Academy (IAA).

Seelan Thambirajah took over the Gostwick Road store in April. The six-week refit included the addition of features such as new shelving units, while placing more emphasis on working with the community.

Mr Thambirajah told RN: "The store had been in the area for 20 years, but received no investment. I had the idea to add local food, alongside working with the nearby primary school to donate fruit, and the IAA helped me develop these ideas further."

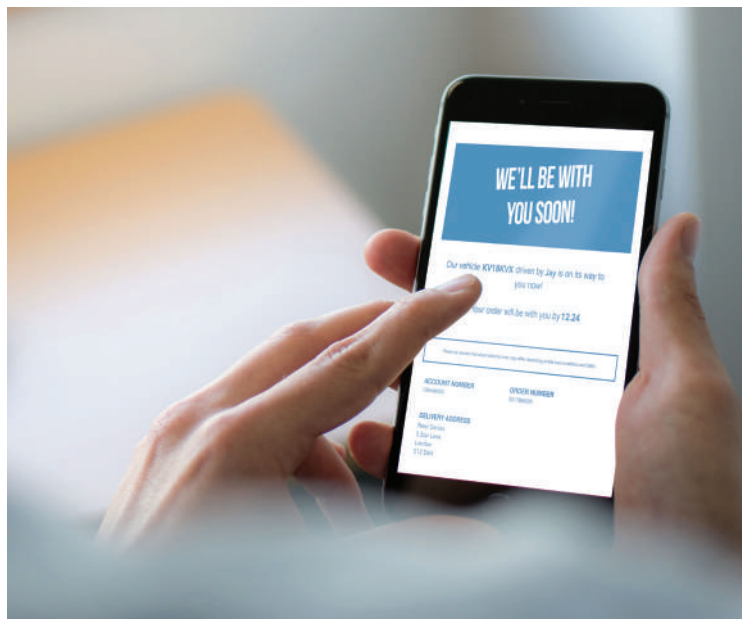
● See the full profile in next week's RN.

## Bestway in Top Track Top 10 list

Bestway Wholesale's parent company, Bestway Group, has been ranked the UK's 10th largest privately-owned company in The Sunday Times' annual Top Track survey.

The company achieved £3.3bn sales and £573m profit for its financial year ending 30 June 2017. Its takeover of Conviviality Retail wasn't taken into account, which Bestway claims would have put it in eighth position.

Bestway Group chief executive Zameer Choudrey said: "These latest developments underline the group's ambitious growth plans for the business in the UK and its commitment to grow the wholesale and retail sector."



## Retailers say JJ's new tracking service would work for everyone

The wider introduction of a real-time notification system similar to the one recently launched by JJ Food Service could help improve store and staff management. The wholesaler now tracks the location of its drivers on deliveries and emails customers when they are nearby. Anita Nye, of Premier Eldred Drive Stores in Orpington, Kent, told RN she would welcome a similar feature if Booker introduced it. "It would help me manage staff more efficiently because sometimes I ask them to come in to unpack a delivery, but there'll be the odd time the driver might turn up late or not show up at all. I'd certainly be able to ensure I maintain my overheads," she said.

**Four to oversee Co-op takeover** 'I will ensure Co-op delivers on its promises for Nisa'

# Nisa appoints retailers to its monitoring group

by Alex Yau

alex.yau@newtrade.co.uk

The remaining four members of Nisa's 10-person monitoring group have been appointed, with one pledging to ensure Co-op delivers on its promises to the symbol group's store owners.

Retailers Paul Cheema, Derrick Lloyd, Jamie Keshwara and Marcus Kroudford were selected directly by Co-op and Nisa. Mr Cheema, who runs two Nisa shops in the Midlands, told RN he will ensure the needs

of the fascia's store owners are met.

"The main purpose of my role and the group will be to ensure Co-op delivers on its promises for Nisa and maintains a current vision. It will be down to ensuring Nisa retailers get what they need."

"It will be a shared benefit for both Co-op and Nisa, however. We will make sure the trading directors get what they need from us, to the benefit of everyone concerned."

Mr Cheema added he will also be making sure Nisa retailers maintain the best possible overheads. "We'll also look at what it costs to run a store and how they can get the best margins. The cost of running a convenience store is increasing all the time."

These final appointments follow the announcement of the names of the six regional members of the monitoring group elected last month. The six elected members, who are also

Nisa retailers, are Jack Matthews (Midlands), Dan Brown (Scotland), Russell Hall (North East/West), Aidan McAnerney (Ireland), Emma Jenkins (Wales/South West) and Steve Weight (London/South East).

The monitoring group was formed following the final clearance of Co-op's £128m Nisa takeover in April. As part of the takeover, Nisa retailers began receiving stock of Co-op own-label products earlier this month.

## B&M plans up to 20 more Heron Foods stores

Customer service will be key in competing with B&M, as the company prepares to expand its convenience estate by opening 15 to 20 Heron Foods stores in the next year.

Bay Bashir, of Lifestyle Express Belle Vue Convenience in Middlesbrough, said: "There's a Heron Foods across the

road from my store. The best thing independent retailers can do is to make sure they're delivering the right services and products. Discounters might be opening, but others such as Poundworld are closing. There are opportunities."

Anish Parekh, of Londis Broadoak & Post Office

in Ashton-under-Lyne, is based a mile away from a Heron Foods.

He told RN: "Value is important, but it can only get you so far. Independent retailers can differentiate themselves from the discounters by offering a service where they really get to know customers personally, and

know what they want from convenience."

The expansion will grow the number of Heron Foods stores from 268 to a potential 288. B&M increased its yearly revenues for the three months ending 30 June by 21.4% to £796.3m. Heron Foods contributed £86.1m to this increase.

# NEWS & MAGS

**Refusals are increasing** 'Wholesalers need to reconsider how they're treating retailers'

## NFRN concerned about wholesale restitutions

by **Marcello Perricone**

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The number of restitutions refused by wholesalers is increasing, leaving retailers out of pocket following unresolved complaints, RN has been told.

According to NFRN head of news Brian Murphy: "There's a new increase in complaints over restitution, which is already the most complained about matter at wholesalers and the NFRN - it has been for a very long time."

Waqar Chaudry, from WH Chaudry News in Glasgow, fought for reim-

bursment for two weeks following packing problems at Menzies Linwood.

He said: "I received 67 copies of the Daily Mail instead of 67 copies of the Daily Record. After I returned them, I didn't receive the £60 credit for the wrong delivery. It took me two weeks of complaints and a letter to Menzies head office in Edinburgh until I was refunded."

He added: "It happens around three times every couple of months, and each time it costs me more than £10 to fix something that wasn't my mistake. If

they make a mistake, they should rectify it."

Meanwhile, Duncan McCutcheon, from McCutcheon Newsagents in Tyne and Wear, has been fighting for his voucher credit for over a month.

"I usually have no issues with Smiths Gateshead, but at the moment I'm fighting over an envelope of vouchers worth £179 they said went astray," he said. "I've been complaining for six weeks but still haven't received any credits."

Meanwhile, Mr Murphy said retailers are having to take matters into their own hands to resolve

issues with wholesalers.

"The number of retailers wasting huge amounts of time phoning wholesalers about restitution is increasing. It is an area where wholesalers need to reconsider how they're treating retailers," he said.

A Smiths News spokesperson said: "Credit is not refused without good reason. We deal with 10 million weekly returns, so mistakes happen occasionally, but we work hard to limit operational issues and quickly resolve any brought to our attention."

Menzies declined RN's request for comment.

## Landmark buy-up welcomed

The Irish Times Trust's acquisition of regional publisher Landmark Media has been welcomed as a positive move for the Irish media market.

The owner of six-day newspaper Irish Times finalised its buyout of the publisher of the Irish Examiner, Evening Echo and seven regional weekly papers, including the Waterford News & Star and the Western People this month.

Séamus Dooley, Irish secretary of the National Union of Journalists, said: "In a challenging time for the media industry, the acquisition by The Irish Times is a welcome development."

The Trust said it aimed to create a business that could "sustain itself in the longer term and where the respective media assets will contribute significantly to the Irish media market".

## Women's Running acquired

Anthem Publishing has acquired women's health and beauty magazine Women's Running from Wild Bunch Media.

Anthem's chief executive officer, Jon Bickley, told RN: "We will be reviewing the distribution pattern in the next week or so. We always try to support independents and will ensure they're a key part of our planning."

According to wholesaler data, Women's Running led the women's health and beauty sub-segment between March 2017 and February 2018 with a revenue of £221,512 and 55,378 copies sold.

## Trump visit lifts papers' sales

National newspaper sales have benefited from the coverage of American president Donald Trump's visit to the UK. All major papers covered the visit, with The Sun's exclusive interview with the president prompting "a healthy uplift in sales", according to a News UK spokesperson. The i's sales and marketing manager, Paul Bacon, said: "There was a small increase in Friday and weekend sales. People look to newspapers to interpret the news, and Trump hitting the headlines often has implications on many levels."



## Collectable cricket cards are coming

The UK's first limited-edition cricket collectable trading cards will be available for retailers to stock from next week.

All 227 of the official 2018 England cricket trading cards are approved by the England and Wales Cricket

Board, and will be available to more than 4,200 retailers from the end of July until October, with each pack priced at £1.50. Stores will receive just two boxes of stock, with no restocking due to the collectable's limited run.

Publisher Tap'N'Play's managing director, Neil Armstrong, said: "The limited nature and high-quality production values of the collection adds to the appeal and it's likely to be particularly sought after."

Ketan Patel, of Bon Bon in Purley, Surrey, told RN: "I don't think they will sell like football cards do, but we have some cricket magazines and I'm sure some people will collect it, so I'll give it a try to see how it goes."

# PRODUCT TRENDS

## Whisky is a gift for sales

Around 90% of all whisky bottles in the UK are bought as gifts in the retail sector, as more shoppers look for premium alcohol options, supplier Edrington-Beam Suntory (EBS) has said.

Speaking at the supplier's whisky event last week in London, EBS whisky specialist Joseph Ellis said the trend meant shoppers are looking for advice from retailers about what to buy.

Mr Ellis also attributed the growth in whisky sales to an increase in the number of younger shoppers exploring whiskies.

"Whereas whisky was once considered an 'old man's drink', that perception has now changed and we're seeing more younger shoppers experiment with whisky cocktails, both at home and in bars," he said.

## WineWise revamped for indies

Concha y Toro has launched a revamped version of its category guide, WineWise, for independent retailers who want to improve their wine range.

The free online resource offers merchandising tips, links to retailer WhatsApp groups focused on wine, food-pairing advice and a profit calculator.

Head of customer marketing at Concha y Toro UK Laurie Billson said: "It's not about stocking every wine available in wholesalers and tying up cash in stock - it's far more important to have a tight, hard-working selection of wines that your shoppers want to buy. The recommendations on WineWise are category bestsellers across all suppliers."



## Stock healthy snacks to appeal to busy parents

by Olivia Gagan  
RNreporter@newtrade.co.uk

Retailers planning to seize the upcoming back-to-school sales opportunity should stock up on healthy snacks and lunch box-sized products to draw in busy parents.

Snacks in portable packaging are key to driving school-run related sales, according to Felipe Castillo, European head of innovation for chicken snack brand Grabits.

"Almost every child car-

ries a snack to school. The shift from the traditional three meals a day to a grazing approach to food has created an opportunity," he said.

Despite these changing eating habits, sandwiches remain a school lunch-time staple. Zoe Taphouse, category director at Allied Bakeries, said interest in healthier white breads has jumped as families become more health-conscious, with a poll by Nielsen suggesting sales in the healthier white bread

segment have increased by 9.2% over the past year.

"These breads offer a great sandwich base for kids, providing hidden whole grain and a source of fibre, giving parents reassurance in a loaf that kids will eat without fuss," she said.

AG Barr, owner of water brand Strathmore, said retailers should also stock up on drinks that fit into lunch boxes, ahead of the school term. Marketing director Adrian Troy said: "Water is a must-stock for

back to school and format is key. 330ml is the ideal size for lunch boxes."

After-school snacks also offer another opportunity for retailers to make sales gains, Quorn told RN. The vegetarian brand is launching a back-to-school TV campaign in August that focuses on its Crispy Nuggets and Quorn Sausages products. Both can be marketed as part of "healthy 'meal assembly' and 'dinner for tonight'", according to marketing director Peter Harrison.

## Deposit collection criteria needed

Independent retailers must be consulted before a decision is made on the criteria for housing a deposit return machine, Coca-Cola European Partners (CCEP) has told RN.

Speaking at its Sustainable Packaging Strategy event last week, Nick Brown, head of sustain-

ability at CCEP, said: "There should be clear criteria that takes into account factors such as shop size, hygiene and security, which mean some retailers do not need to run a collection point. We've been talking to retailers to find out what those criteria should be."

Adrian Roper, head of public affairs and communications at the NFRN, added collection service plans also need to be fine-tuned.

"Whether you have a machine or a bag to collect the bottles in, the frequency of collection services is important, so

as to avoid overcrowding in-store," he said.

David Woodrow, who owns Woodrows in Bishopton, Renfrewshire, said: "The logistics of where retailers can place the machine need to be thought out, alongside what space we would have to sacrifice."

# BRAND SNAPSHOT



## Push the Buttons

Mars Wrigley Confectionery's Maltesers Buttons product launch will be backed by a £1.3m digital advertising campaign.



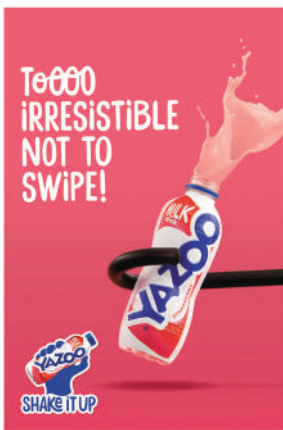
## Absolut flavour

Pernod Ricard is adding a ready-to-drink Raspberry & Lemon variant to its Absolut Vodka portfolio to offer shoppers more flavours.



## Please the cheese

Mizkan's sampling tour of Branston Pickle is aimed at reinforcing it as the perfect partner for cheese, following its 'Please The Cheese' campaign.



## Sooooo tasty

FrieslandCampina's 'Sooooo Tasty' campaign is aimed at 16-24-year-olds and will be supported by sampling activity.



## Fire, smoke and Jaguars

Kerry Foods' partnership with American football team the Jaguars will see Fire & Smoke become its 'official meat partner' in the UK.



## Upgraded apple

PepsiCo has redesigned its Copella brand's bottles to increase the focus on the soft drink's quality and provenance.



## Paris: Rollover

Rollover has teamed with Mission: Impossible to offer a romantic trip for two to Paris, including a helicopter trip to Versailles.



## Quaker drinks

PepsiCo is expanding its Quaker portfolio with the introduction of a new breakfast drinks range this month.



## A cleaner fragrance

Disinfectant brand Zoflora has created two limited edition fragrances, Tropical Twist and Paradise Peach.

# WHAT'S NEW

**FOCUS**

## Soft drinks

With changing attitudes in the soft drinks market, offering healthier and craft options can be one way to keep interest afloat and increase sales



### Alo Awaken

Alo Awaken's Wheatgrass & Aloe Vera drink combines the health benefits of wheatgrass and aloe vera in one drink, to support a healthy and active lifestyle.

**RRP** £2.29

**Contact** info@alodrink.com



### Soda Folk's Cream Soda

Soda Folk's Cream Soda allows shoppers to enjoy an American-style craft soft drink. It is made using Madagascan vanilla extracts and has a creamy and smoky taste.

**RRP** £1.20

**Contact** iken@sodafolk.com



### Appy Kids milk

Appy Kids Co's dairy line is approved by Red Tractor and the Vegetarian Society, and comes in a variety of flavours: Whole Milk, Strawberry, Banana and Chocolate.

**RRP** £1

**Contact** lisa@appyco.com



### Urban Fruit Smashing Strawberry Snack

Urban Fruit's Smashing Strawberry is a baked fruit snack that contains no sugar or preservatives, making it an option for parents looking for something their kids can take to school.

**RRP** 99p

**Contact** hello@urbanfruit.co.uk



### Nakd Tangy Lime Raisins

Nakd's Tangy Lime Raisins can be bought as a snack to eat throughout the day or to be included in school lunchboxes. They also count as one of your five-a-day.

**RRP** 49p

**Contact** sean@naturalbalancefoods.co.uk



### Gnaw milk chocolate bar

Gnaw's artisan chocolate bar, with cranberries, raisins, granola and seeds, is handmade in Norfolk and uses locally-sourced ingredients and natural flavours.

**RRP** £1

**Contact** wholesale@gnawfolkchocolate.co.uk

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



## Dapple apple juice

Dapple apple juice is a sugar-free, carbonated soft drink with 100% recyclable glass packaging. It appeals to customers looking for a natural apple juice.

RRP £1.19  
 Contact bilal@drinkdapple.com



## Itsu Katsu Noodle Cup

Itsu's Katsu Noodle Cup is a filling rice noodle dish with a katsu-inspired broth. It can be ranged near the front of the store to attract people looking for a hot lunchtime meal.

RRP £1.99  
 Contact ganan.kanagathurai@itsu.com

# ACADEMY IN ACTION



**9%**  
 tobacco sales  
 increase since  
 visit

Three-month follow-up:

## Availability

In March, Mark Yexley from category partner JTI visited Toby Stokes at his shop in Thetford to advise him on how to improve his availability. Three months on, we look at how he is better managing his stock

### IAA ADVICE

- 1 Set an availability target and organise team meetings – action each morning to solve gaps
- 2 Create a written plan for stock issues and share with your team so they can be solved more quickly
- 3 Introduce gap checks after busy periods so you can deal with issues before the next busy period

### THE RESULTS

Following Mark's advice, we've put gap checks in place and we assess the shelves several times a day. Our gaps have reduced and availability has improved. We still have our standard delivery twice a week from our supplier, but we have implemented a plan for when they fail to deliver something, although we haven't had to use it much. We have a 10-minute daily informal meeting where we reinforce availability.

### PARTNER ADVICE

Toby has made great improvements and I am pleased his stock issues are now being resolved quickly. It's important to keep following the formal shop's processes and talking to staff about them, as this will help maintain customer loyalty.

Mark Yexley  
 Head of Communications  
 JTI



### FIND OUT MORE

Visit [betterRetailing.com/IAA](http://betterRetailing.com/IAA) to find out more about Toby's visit from the IAA, or call us on 020 7689 0500 to take part in a future visit.

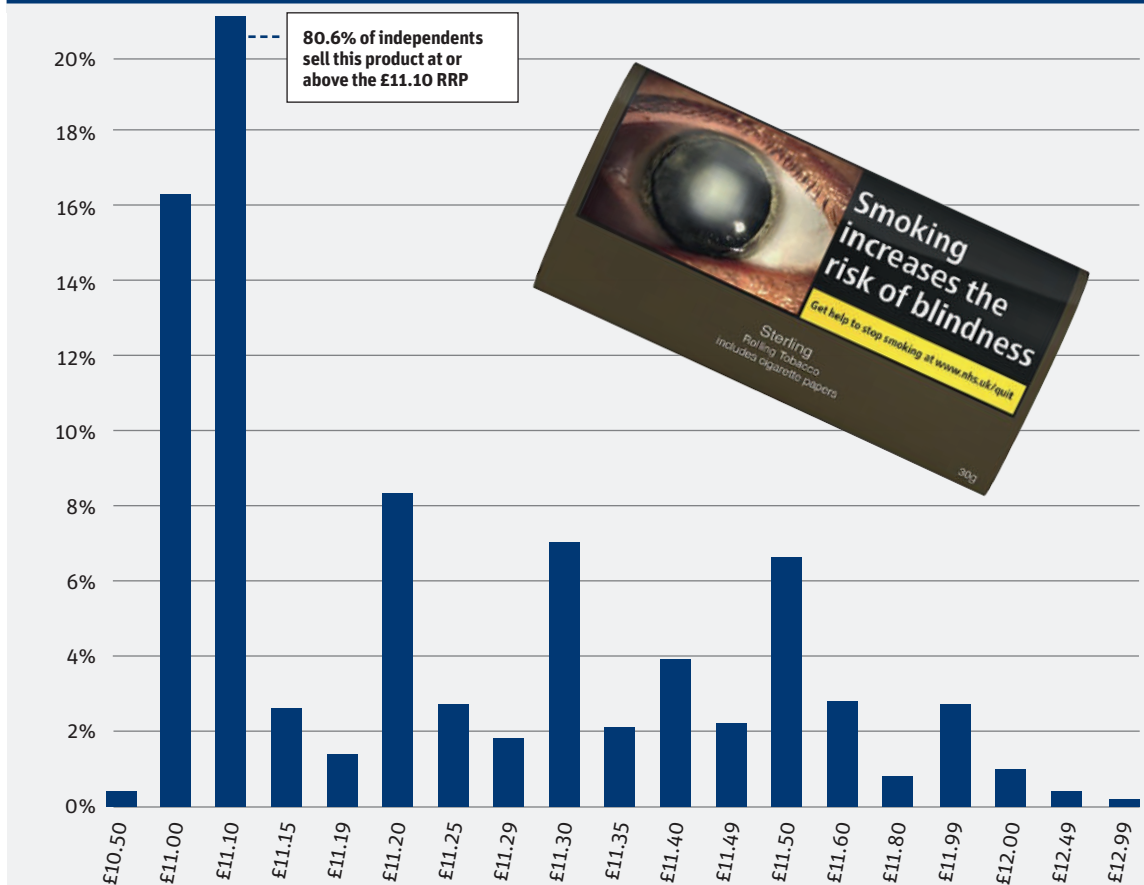
Next week: Staff Development

# PRICEWATCH

## Profit checker Rolling tobacco

## Price checker

### STERLING RYO 30G Price distribution %



### PRODUCT

**Amber Leaf**  
30g

**Gold Leaf Quality Blend**  
30g

**Golden Virginia Original**  
30g

**Amber Leaf**  
50g

**Sterling**  
30g

**Cutters Choice Original**  
30g

**Golden Virginia Bright Yellow**  
30g

**Golden Virginia Original**  
50g

**Cutters Choice Extra Smooth**  
30g

**Gold Leaf**  
50g

**Pall Mall Fine Cut**  
30g

**Amber Leaf 3 in 1  
Crush Proof Box**  
30g

## Analysis

The average selling price across the 12 rolling tobacco products in this week's Price Checker table favoured higher margins. Eight of the products had an average price above RRP, with only Amber Leaf's

50g, Pall Mall's 30g and two Cutters Choice packs below.

However, the trend across the six retailers in the table was different. Eleven out of 12 products had been priced at RRP by at least one retailer.

Five had opted for RRP with Amber Leaf and Gold Leaf Quality Blend.

Elsewhere in the Profit Checker graph, the most popular pricing options on Sterling were the £11.10 Booker RRP (20.9%) and £11 (16.2%).

## How we drive our profit

### Jack Matthews

**STORE** Bradley's Supermarkets  
**LOCATION** Inkberrow  
**SIZE** Quorn  
**TYPE** suburban

#### TOP TIP

Range is most important because having a limited selection of stock will make customers go elsewhere



**I buy my** rolling tobacco from Nisa and tend to price above the RRP. This gives me average margins of 15%. It is a category which has been in decline over the past year, and we need to go for those extra margins to make it more profitable. Some of my most popular brands include Amber Leaf, Sterling and Cutters Choice. I try to increase the sales of the category by offering a wide range which appeals to different customers. Rolling tobacco is a broad area and there will be customers with different budgets as a result of this.

### Mo Razzaq

**STORE** Family Shopper  
**LOCATION** Blantyre  
**SIZE** 2,800sq ft  
**TYPE** neighbourhood

#### TOP TIP

Availability is key, alongside chatting to your customers and finding out what they want



**I always aim** for margins of at least 10% with my rolling tobacco range, which is purchased from Booker. My sales have increased recently, which is due to my decision to cut my range down by a third. Customers can be put off if there are too many products and I am thinking of cutting the range down by half over the next few months. You also have to keep on top of your stock levels at all times because customers will be put off if you don't have any of their preferred brands available.



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Data supplied by



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

| AVERAGE UK RETAIL PRICE* | BOOKER RRP | RETAILER 1<br>C-STORE IN RESIDENTIAL SUBURB OF SOUTHAMPTON | RETAILER 2<br>C-STORE IN SUB-URBAN AREA OF BIRMINGHAM | RETAILER 3<br>NEIGHBOURHOOD POST OFFICE AND SHOP IN BERKSHIRE TOWN | RETAILER 4<br>HIGH STREET SHOP IN CENTRE OF SOUTH WALES COUNTRY TOWN | RETAILER 5<br>NEWSAGENT AND POST OFFICE IN DEVON VILLAGE | RETAILER 6<br>NEWSAGENT IN YORK CITY CENTRE |
|--------------------------|------------|--|---|--|--|--|---|
| £13.22                   | £13.00     | £13.00   | £13.00  | £13.00   | £13.30   | £13.00   | £13.00                                      |
| £11.06                   | £10.90     | £10.90   | £10.90  | £10.90   | £11.30   | £10.90   | £10.90                                      |
| £13.58                   | £13.35     | £13.35   | £13.35  | £13.43   | £13.80   | £13.35   | £13.70                                      |
| £22.08                   | £22.12     | £21.60   | £21.75  | £22.12   | -  | £21.60   | £21.70                                      |
| £11.27                   | £11.10     | £11.00   | £11.15  | £11.10   | £11.40   | £11.00   | £11.10                                      |
| £13.01                   | £13.20     | £13.00   | £12.70  | £12.70   | £13.30   | £13.00   | -   |
| £13.07                   | £12.85     | £12.95   | £12.85  | £12.85   | £13.20   | £12.85   | £13.00                                      |
| £22.44                   | £22.20     | £22.20   | £22.20  | -  | £22.70   | £22.20   | -   |
| £10.93                   | £11.50     | £11.50   | £10.50  | -  | £11.30   | £11.50   | £11.50                                      |
| £18.18                   | £18.00     | £18.00   | £18.00  | £18.00   | £18.30   | £18.00   | £18.00                                      |
| £10.93                   | £11.00     | £11.00   | -   | £10.50   | £11.40   | £11.00   | £11.10                                      |
| £13.48                   | £13.30     | £13.20   | £13.30  | £13.30   | -  | -  | £13.25                                      |

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Vince Malone

Premier Stores & Post Office Tenby



Harbwr Tenby Harbour Brewery (one bottle for £2.99)



#### Where did you discover them?

We work closely with the community and discovered them through an event two years ago. They asked us to try their beers and we ended up stocking them as a result. They're based down the road and deliveries, which we get once a week, are quite quick. Local products are important to us and products from the brewery are in our top sellers.

#### Who buys them?

We get a lot of tourism as the shop is based near the seaside. The brewery offers a lot of tours and sometimes we get trade from them, and vice versa. The beers are popular because the brewery tells a story and customers see how they're made, which helps them stand out. The products are also offered in gift packs, which means customers have something to take back to their friends and family.

#### Why are they so successful?

We normally sell more than 170 bottles a week. They're popular because the bottles are well designed and they stand out. Customers are drawn to the provenance, so we get sales from tourists as well as locals. The flavours and formats are varied, which means there's normally a product to suit most needs.

## Dee Sedani

**STORE** One Stop  
**LOCATION** Matlock  
**SIZE** 2,000sq ft  
**TYPE** suburban

**TOP TIP**  
 Stick to RRP because customers have an expectation of price and will go to the most affordable shop



**I always go** for RRP with rolling tobacco. Despite the category being in decline overall, it is still a competitive area and I have competition from other shops in the area. I would risk losing customers if I charged a higher price than the surrounding stores. The key to improving my rolling tobacco sales is to deliver great customer service and get to know those who visit the store on a personal basis. Customers will talk about your store through word of mouth and more customers will end up visiting as a result.

## Bimal Patel

**STORE** Londis  
**LOCATION** Harringey  
**SIZE** 2,000sq ft  
**TYPE** city outskirts

**TOP TIP**  
 Always ensure you have availability of the fastest-selling lines because customers will keep coming back



**I always add** 5p onto the RRP to maintain better margins. Yes, there is competition for tobacco from nearby convenience stores and supermarkets, but tobacco is a product customers are prepared to pay a bit extra for. I always keep the price reasonable, however, because customers can be put off if you add too much. Closed tobacco gantries have made it more difficult to sell tobacco, which is why I keep a price list in front of mine to make customers aware of what we are charging. Availability is also important and I ensure I am always stocked up.

# REGIONAL NEWS

**NFRN**
**North West**

## Give us the data on issues

Retailers in the North West have been urged to report any issues with Smiths News or Menzies Distribution to NFRN Connect, ahead of face-to-face meetings with the companies this month.

North West district president Muntazir Dipoti said: "Members need to report problems, such as late and missing deliveries, so we can go into meetings with statistics to back us up."

"It's harder to deal with local issues nationally, so it's important to build up a local connection with suppliers to get issues resolved quickly."

The Menzies meeting is scheduled to take place in Preston on 19 July, and the Smiths meeting in Stockport on 25 July.

**N. Ireland**

## Derry depot damage

Menzies Distribution in Londonderry came under fire after retailers reported a string of complaints.

Joe Archibald, from Archibald News in Coleraine, reported receiving several damaged magazine content sheets and missed paper returns.

He said: "The content sheet has been unreadable, so I can't check which magazines are in there. I have to revert to my order form, which is very time-consuming."

"My paper returns are also horrendous. Three days out of six I have had something missing."



**Scotland** Menzies would collect returns from retailers 'It would be such a bonus for them'

## NFRN in DRS partnership talks with wholesaler

by Megan Humphrey

megan.humphrey@newtrade.co.uk

The Scotland district's public affairs committee is in talks to strike up a partnership with Menzies Distribution to help members accommodate the planned deposit return scheme (DRS).

The district has also proposed the move to the Scottish government, saying the burden would be removed from retailers if Menzies could

take responsibility for collecting recycled goods.

Under the scheme, customers would pay a 30p surcharge on bottles and cans refunded on return.

District president Rory O'Brien said: "DRS is going to happen. Rather than fight it, we want to work with the Scottish parliament to get the best deal for our members."

"Menzies already recycle papers and their vehicles are already on the road - it's a perfect fit. It would be

such a bonus for them, too: it would keep them viable and make them more attractive to potential bidders. Who knows, they might make enough money out of it to decrease their carriage charges."

In addition, the deal would ensure both small and large retailers are considered. "Some stores just aren't big enough to house a recycling vending machine. So, for smaller retailers, we are proposing a coloured bag system that

could be picked up daily by Menzies," Mr O'Brien said. "At the end of the day, we just want to accommodate all our members."

Retailers were unsure how the introduction of the scheme could affect them.

"We could lose money, but we have the chance to earn more, too," Mr O'Brien said. "The scheme will drive footfall. We just need to give our members the same opportunity as supermarkets."

**Scotland** **i-Menzies improved**

Scottish NFRN members have welcomed the implementation of ideas put forward at a workshop with Menzies Distribution to improve its i-Menzies website and app.

District president Rory O'Brien and Andrew Howell, from Loch Lomond News, were invited to a workshop to suggest ideas for improvement.

A back-order function was implemented last week following the meeting.

Mr Howell told RN: "We use the website for 99.9% of our queries, so I am really happy it has been tweaked."

"We have more than 500 titles to manage, so it is really good to have a centralised log. If more than one person has noticed a title has sold

out, they can order more and it can be seen by others. We've used it this week - it has been really useful."

Meanwhile, Mr O'Brien said he is finding it easier to use the app than wait on the phone, to claim any shortages and amend orders.

"Using i-Menzies also gives you an electronic 'paper trail' of any orders or claims," he said.

**Upcoming regional trade events**

**NFRN/Menzies open day**  
Date 26 July, 9.30am-2pm  
Location Wakefield depot

**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

# YOUR VIEWS

## Payzone's targets are impossible

Payzone charge me £14.36 per month if I don't hit my performance target of around 50 transactions per week. In the 1970s, that target might have been doable, but in today's economic climate, it is simply impossible.

Before the Competition and Markets Authority (CMA) comes to a decision about the Post Office's acquisition of the Payzone bill payments service, someone representing independent retailers needs to stand up as our voice and let them know of our concerns when it comes to performance targets, which are only going to get tougher if the decision goes through.

Plus, with the acquisition, I fear that competition will be wiped out altogether and we independents will be lynched. I want to know why the regulator hasn't approached us and asked for our opinion on the matter. The CMA should be contacting us about it as we are on the front line of this issue.

Arif Ahmed

Ahmed Newsagents, Coventry

## Clive Kahn, chief executive officer at Payzone, said:

*"We expect the proposed acquisition of the Payzone bill payments business by the Post Office, which is subject to CMA approval, to benefit retailers. This is good news for Payzone retailers as it is intended that they will benefit from an increased array of bill pay products introduced by the Post Office. To be clear, the transaction threshold for low transaction charges is a minimum of 40 transactions per week, not 50. We hope the acquisition will, in time, give retailers more products and services to thus offer more transaction opportunities."*

## If you give us the cards, we will sell them

I would like to know what happened with Panini's football stickers, as we couldn't get hold of any during the World Cup. When I called Smiths News' Hemel Hempstead depot, they kept telling me that the stickers were on back order and they hadn't had any in.

Then I called the NFRN, explained my situation and they managed to get 200 cards sent to me. I sold them all in an hour.

As a result of not getting

cards during the World Cup, I lost out on thousands of sales, yet Smiths News is complaining card sales are declining. Maybe this wouldn't be an issue if it actually sold them to us.

Ashley Kempson

KP Stationers, Wallingford

## Smiths News had not provided a response by the time RN went to print

## Publishers show us no respect

The news industry is heading for serious disruption over the coming weeks after the publisher of The Sunday Post increased its selling price to £1.90, while reducing newsagents' terms to an all-time low of 19.75%

The Sunday Post announcement is a classic example of how little publishers respect us newsagents – of the 10p increase, just a measly 0.57p was for us.

There comes a time when you have to stop and wonder whether working with these publishers is worth the hassle.

Brian Webb

Founder, HNDA Ltd

## DC Thomson had not provided a response by the time RN went to print

## AROUND WITH THE ROUNDSMAN

### Blanche Fairbrother



Well, folks. What a palaver I have had. Last week, my little red van decided to throw a complete strop. The fuel pump broke, spitting diesel, which got into the cambelt, causing that to need replacing. The repair bill would have been so large, it would have made the national debt seem minute by comparison, so I had a discussion with my son and my garage mechanic that resulted in the decision being made that it was time for the little red van to make a final journey to the scrapyard.

This has, of course, meant that for normal service to be resumed, I have had to hire a van from Stafford Afford Rent A Car to do the round each morning for the past week and I have had to purchase another vehicle and get it up and running, too. To say it has been stressful is an understatement. Thank goodness for a son who comes to the rescue – his support was very welcome.

I've come to the conclusion that Severn Trent Water and BT are doing their level best to close the country down. They have so many roadworks and road closures going on at the same time that getting to some places is a work of art. It makes you wonder if anyone at the Highways Agency ever stops to consider how people are going to go about their daily business.

My papers didn't arrive until 5.10am, but if England had won the match, it would probably have been lunchtime before they got the papers out, there would have been that much fuss. Just out of curiosity, did anyone happen to see Nadal v Del Potro? Now that was worth talking about.

## YOUR SAY How do you think the proposed 2% sales tax will change the way you deal with business rates?



### John Parkinson

Broadway Premier News, Llandudno

It constantly goes up and down. At one point, we were paying £1,500. Two years ago we were paying nothing. Now we're paying £700. At a glance, a 2% sales tax sounds fair in practice, but it depends on whether the multiples and online businesses will be subject to the same conditions. If they are, it could work. It has to be a level playing field, with the same rule for everyone.

### Ken Singh

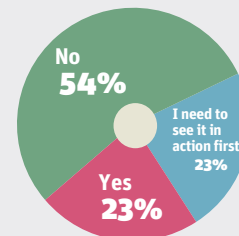
Boghar Bros Stores, Pontefract  
I am all for a 2% sales tax instead of business rates. The current system doesn't take into account a retailer's financial circumstances, whereas a sales tax would be much fairer. Overheads are a big cost to a retailer. I detest seeing empty buildings in town centres and high streets, which are a consequence of business rates. My rates aren't too high, but I wouldn't mind paying a bit extra if it benefits

independent retailers as a whole.

### Mark Dudden

Albany News at the Post Office, Cardiff  
The way they work business rates out is totally wrong and antiquated. I pay up to £17,000 a year. Rates are wiping businesses out in this area; all the small businesses are going away and only the big shops are left. A change to a 2% sales tax is a good move – I'm not sure if it is enough, but everything is welcome.

## RN READER POLL



**Would a 2% sales tax help resolve your business rates problems?**

### NEXT WEEK'S QUESTION

Have you experienced supplier issues after the publication of the Brexit white paper?

**Vote now at**  
betterRetailing.com

# KIDS' MAGAZINES

## Peppa Pig

This cartoon pig has had magazines published in her name for nearly a decade, and they have featured in the Audit Bureau of Circulation's total market top 10 for half that time. According to wholesale data, market leader Fun to Learn Peppa Pig Bag-o-Fun and sister title Fun to Learn Peppa Pig together sell 2.5 million copies per year, generating an annual revenue of £9.5m.

"Children's magazine sales over the summer usually see an average 7%-10% increase, but our Peppa Pig titles are profitable throughout the year," says Redan Publishing's managing director, Julie Jones.

### Expert tip

"Take note of top-selling children's titles nationally, split them by age group and display them on lower shelves so children can reach them."

**Julie Jones,**  
Redan Publishing

# Big brands for little readers

With a potential 10% rise in sales over the summer holiday, but a wealth of titles to choose from, which children's magazines should you focus on? **Marcello Perricone** provides a guide to six unmissable brands

### Top sellers

**Fun to Learn Peppa Pig Bag-o-Fun**

Circulation 79,399

**Fun to Learn Peppa Pig**

Circulation 62,554



"Revenue in the general magazines market is down, but children's titles are level," Redan Publishing's managing director Julie Jones tells RN.

She is discussing a market sector kept buoyant by a wealth of old and new brands, in which, according to wholesaler data, more than 150 titles were responsible for nearly £145m revenue between March 2017 and February 2018.

Children's magazines are the third most profitable segment of the market, behind women's interests and TV listings titles. But with so many magazines and the ever-changing interests of pre-school and primary-age readers to contend with, choosing the right range can be a challenge for retailers. Here, RN speaks to the major children's publishers about the big brands tipped to drive sales this summer.

## CBeebies

Like most BBC brands, the popularity of pre-school channel CBeebies extends way beyond television. Three related magazines - CBeebies Special, CBeebies Art and the fortnightly CBeebies Magazine - generated nearly £9.5m in sales a year and have a sizeable following.

"CBeebies is our biggest brand in pre-school, with a portfolio of magazines selling more than 2.5 million copies a year in the UK," says Fiona Campbell, publisher of Immediate Media's youth and children section. "Wholesale data from June 2017 to May this year shows those three titles have 20.5% share of pre-school newsstand sales."

### Expert tip

"Maximise sales by stocking the top titles within each sub-sector and keeping the category tidy."

**Ashleigh Dennis,**  
DC Thomson

## Hatchimals

Pre-school and primary girls' magazines often rank among the top performers, with titles such as Redan's Sparkle World selling nearly 668,000 copies a year.

Since 2016, a series of robotic animal toys, Hatchimals, have been in high demand, and this enduring popularity is behind Immediate Media's decision to launch a magazine based on the brand this month.

"The toys are extremely popular with primary-age girls, and we are really excited to be launching the Hatchimals magazine with exclusive collectables that can only be found on it," says Immediate's Fiona Campbell.

### Expert tip

"Stock new titles from the first issue to make the most of sales in this dynamic category."

**Fiona Campbell,**  
Immediate Media

### Top sellers

**CBeebies Magazine**  
Circulation 53,619

**CBeebies Art**  
Circulation 51,378



**Launch**  
25 July  
Hatchimals



## Dinosaurs

Children have always been fascinated by dinosaurs, allowing publishers to constantly capitalise on their prehistoric appeal.

“Dinosaurs are very popular following the launch of Jurassic World,” says Ashleigh Dennis, circulation and trade marketing manager for DC Thomson. “We jumped on this by releasing This Is Dino World on 27 June.”

The genre is wide enough for competing magazines to thrive, with Immediate Media’s Andy’s Amazing Adventures generating £1.8m retail sales value via 523,515 copies sold between March 2017 and February this year. “Dinosaurs continue to be a favourite,” says Fiona Campbell, from Immediate. “Andy’s Amazing Adventures increased sales by 6% year on year.”

### Expert tip

“Run themed displays during key holiday periods, and try displaying magazines next to other children’s products.”

**Julie Jones,**  
Redan Publishing

## Fortnite

Video games are huge sellers, generating more revenue than both music and films, according to a report by American stock exchange Nasdaq. That trend has translated to print, with children’s magazine 110% Gaming capitalising on online sensation Fortnite.

“110% Gaming became a top-selling magazine with the latest gaming craze around Fortnite, with average issue sales of 24,000 copies,” says Ashleigh Dennis, from DC Thomson. “Year-on-year sales are significantly up, and it has generated £1.26m in the last year alone.”

### Expert tip

“This is a fast-moving sector, and retailers who support launches benefit most.”

**Ashleigh Dennis,**  
DC Thomson



**Launch**  
27 June  
This is  
Dino World

**Top seller**  
Andy’s Amazing  
Adventures  
Circulation 39,549

**Top seller**  
110% Gaming  
Circulation 26,174



**Children’s magazine sales over the summer usually see an average 7%-10% increase**

### Expert tip

“Stores which use free PoS material for launches and key issues see the best sales.”

**Fiona Campbell,**  
Immediate Media

## Lego

The 85-year-old Lego brand has had a huge impact on the magazines market in the past five years. Currently, all five Lego titles rank in the children’s magazines’ top 10, and together they generate £14.5m a year via 3.3 million copies sold.

Top sellers Lego Ninjago and Lego Star Wars enjoy enduring success thanks to their parent brands: Ninjago launched in 2015 and recently underwent a revival thanks to the 2018 movie starring Jackie Chan, while Star Wars has been an enduring property for the better part of 40 years.

“Lego continues to be the most popular brand for boys, especially in the summer, where we see our biggest sales peak and have our biggest and best-value gifts,” says Immediate Media’s Fiona Campbell.



**Top sellers**  
Lego Ninjago  
Circulation 79,767

**Lego Star Wars**  
Circulation 60,008

### Your say

**John Parkinson**  
Broadway Premier News,  
Penrhyn Bay



All children’s magazines have been doing very well this summer, as I think parents want to keep their kids from spending too much time on the internet. Children go for the cover-mounted gifts while parents go more for the content.

**Gary Pilsworth**  
Offley Stores,  
Hertfordshire



If there’s a toy on the front of a magazine, such as Peppa Pig or Lego, I put those on my display. No one around here buys them every week. Instead, children will see a magazine, want it, and that’s the way we sell it.

**Naresh Purohit**  
Marseans,  
Dartford



Children’s magazines sell steadily, both in the summer and throughout the year. CBeebies, Horrible Histories, In The Night Garden... – anything that is linked to a TV show tends to do well.

# ENERGY DRINKS



Have you kept up with recent market changes?

## Energy beats the sugar tax

There has been a change in focus in the energy market since the arrival of the sugar drinks levy. **Priyanka Jethwa** showcases an industry catering for customers' health concerns



### WHAT ARE THE BIGGEST TRENDS IN THE LOW-SUGAR ENERGY DRINKS CATEGORY?

With increasing importance placed on the health agenda over the past year, emphasised by the introduction of the sugar levy in April, a growing number of shoppers are gravitating toward sugar-free options in the energy drinks category. Therefore, according to Mark Bell, strategy and planning manager at Red Bull, retailers must invest in diet energy drinks, which represent 11% of the total sports and energy drinks category. "With over half of shoppers walking away from a chiller if there is no low-sugar option, investing in a selection of low-sugar drinks will encourage more 18-34-year-olds,

who want to cut down on sugar without giving up on energy, to make a purchase," he says. Adrian Troy, marketing director at Barr Soft Drinks, adds that despite sugar being an important component when it comes to delivering energy, low-calorie energy drinks have increased in sales by nearly 30% compared to last year, with the company's Rockstar Revolt variant tapping into this burgeoning trend. "Rockstar Revolt has launched with two 500ml varieties, Killer Citrus and Killer Cooler. Both are zero-sugar energy drinks that still give consumers an energy boost, despite being sugar-free," he says.

Red Bull Sugarfree offers consumers a sugar-free alternative to help encourage more younger consumers to make a purchase



Rockstar Revolt has been created to appeal to consumers who want sugar-free energy, but don't want it to taste different to regular energy drink

## WHAT ARE THE BIGGEST TRENDS IN THE FUNCTIONAL ENERGY DRINKS CATEGORY?

Energy drinks are currently driving the growth in the soft drinks category, 54% ahead of cola sales, and within this, a demand for caffeine-free and sugar-free drinks is bringing in new shoppers and incremental sales. "People are increasingly worried about the long-term health impact of their choice of drinks, with six out of 10 shoppers believing energy drinks are bad for their health," says Trystan Farnworth, commercial director for convenience and impulse at Britvic. Offering a range of functional energy options, such as Purdey's, appeals to health-conscious consumers looking for an energy boost from vitamins, as opposed to added sugar or taurine, he adds. Nutritious breakfast drinks that provide energy are also growing, at 20% year on year, and according to Gavin Loftus, head of brand at Weetabix Drinks, retailers should stock breakfast drinks

in both the chilled and ambient aisles to make the most out of this opportunity. "Weetabix drinks offer a bottled breakfast that contains all the energy, protein and fibre of a typical Weetabix cereal with milk in resealable 250ml bottles. We've recently refreshed the packaging and introducing traffic light labelling on-pack to make it easier for shoppers to make a quick, informed choice," he says.



Weetabix On The Go taps into the breakfast drinks category, which is growing at 20% year on year

Purdey's is targeted at health-conscious shoppers, particularly those looking for a natural energy boost without a high caffeine content



### HOW JULIE ATKINSON CATERS FOR EARLY-MORNING SOFT DRINKS SHOPPERS



Our energy drink sales normally peak in the morning when shoppers are on their way to work, and I've noticed

that sales increase on Fridays in general. Red Bull's original variant is our most popular brand and the one most people in the morning come in for. We did try stocking Red Bull's flavoured variants last year, but that didn't take off well. Having an energy drinks range is important, but it also depends on what area you serve. If there are a lot of working people, or teenagers, it's worthwhile to invest in the category. You have to stock accordingly.

**Julie runs Hollins Green Community Shop in Cheshire**

### HOW ARIF AHMED TAILORS HIS BUDGET SOFT DRINKS RANGE



Our best-selling energy drink remains Booker's Euro Shopper Energy Drink, priced at 30p.

Red Bull has actually slowed down for us as more shoppers look for cheaper drinks to buy, plus, with so much in the market now, it's hard to always differentiate between different brands. As a result, we are trying to streamline our range and offer the bestsellers from each sub-category. I have noticed that flavoured varieties are popular at the moment – people want energy, but they are equally interested in taste. When it comes to functional drinks, Nurishment and Weetabix On The Go are the most popular with students.

**Arif runs Ahmed Newsagents in Coventry**



The target consumer of many soft drinks has changed after the sugar levy's introduction



# DRINKS



## WHAT ARE THE BIGGEST TRENDS IN THE FLAVOURED ENERGY DRINKS CATEGORY?

Offering shoppers a variety of flavours is important to make sure you are differentiating your range from other stores that offer the same standard energy drink flavours. Mark Young, managing director at InterCarabao UK, says “By providing new and unusual flavours, retailers can maintain the interest of their customers, and divert conversation to new energy drinks which are below the sugar content threshold.” To tap into this trend, Carabao has introduced Carabao Mandarin Orange, which is the first product in the range made to taste like a soft drink, but is still classed

as an energy drink, suited to people who don't enjoy the taste of regular energy drinks. Amy Burgess, trade communications manager at Coca-Cola European Partners, says the company's Monster Energy Ultra range, which includes four fruit flavours, grew by almost 14% last year, demonstrating the demand for flavoured options in the energy category. “In February this year, we launched a fifth variant to the Ultra family, Monster Energy Ultra Violet, which is a citrus-grape flavour, tapping into the surge in popularity for innovative flavours in the energy category.”



Carabao's Mandarin Orange variant is designed to taste like a regular soft drink for those who don't like standard energy drink flavours



Monster's Energy Ultra range taps into the trend for fruit-flavoured energy drinks, coming in four different fruit flavours



People want energy, but they are equally interested in taste

# Sugar or no Sugar? Consumers want choice.

Are you stocking up on the number one?

With the heightened importance placed on the health agenda over the past year and the sugar levy in place, consumers are swaying more towards healthier options.

As the UK's number one low kcal functional energy brand, Red Bull has expanded its sugarfree range to support retailers following the sugar tax.

Retailers should think about stocking a range of sugarfree options alongside their core range to ensure they are giving consumers choice.

The extension of Red Bull's Sugarfree range will ensure shoppers can choose a sugarfree alternative for every Red Bull pack. Whether it's Red Bull's top performing 250ml can – which remains the bestseller – or a Red Bull Edition 250ml, shoppers can reach for their favourite sku and expect to see the sugarfree option sitting right beside it.

Retailers should stock the sugarfree range side-by-side in all three sizes to offer your shoppers what they demand.

Work with your Red Bull representative to help maximise your soft drink sales, or visit [www.redbull.com](http://www.redbull.com)

### WINGS WITH SUGAR



Red Bull Energy 250ml is the number one single serve soft drink, worth £137.5m and growing +2.7%

### WINGS WITHOUT SUGAR



No.1 Diet Energy



Shoppers are purchasing 44% more low kcal functional energy big cans than last year...



...and 28% more low kcal functional energy flavours.



SOURCE: IRI – VALUE 52WK vs YA – RED BULL 250ML ENERGY DRINK SINGLE. TOTAL COVERAGE – DATA TO WE 20.01.2018 / IRI – VALUE SALES – TOTAL FUNCTIONAL DIET BIG CANS - TOTAL COVERAGE| DATA 52 W/E 21ST OCT 2017.



# THIS WEEK IN MAGAZINES



## Launch of the week

# NEW ONE-SHOT OFFERS LIGHTNING-FAST PROFITS

Interest in aviation is at a high this year, so Key Publishing's new 100-page bookazine, which looks in depth at the capabilities of the RAF's latest F-35 stealth fighters, is sure to be a sales hit

**A MONTH AGO**, four F-35 stealth fighters landed on UK soil – the first of 48 new aircraft ordered by the RAF. This, and the RAF's centenary this year, means interest in aviation is at an all-time high in specialist circles. Key Publishing is capitalising on this with its latest bookazine – F-35 Lightning II: The Fighter Evolution.

This 100-page one-shot takes a close look at one of the world's most advanced fighter aircraft, complete with specifications, milestone journeys and comprehensive reviews of the planes already in service with the US Air Force, Marine Corps and Navy.



**F-35 LIGHTNING II:  
THE FIGHTER  
EVOLUTION**

**On sale out now**

**Frequency** one shot

**Price** £5.99

**Distributor** Seymour

**Display with** Airforces

**Monthly, Combat**

**Aircraft, Pilot**

## My week in magazines



**Marcello Perricone**

Magazines reporter

marcello.perricone@newtrade.co.uk

## THE MAGAZINE MARKET WILL NEVER DIE

Before joining RN, I worked as a journalist on digital publications, so one of the things that has stood out to me during my two months here is the difference between digital and print audiences, and the power of print to retain loyal readers.

While most internet users prefer quick-and-easy access to free content, the number of readers who appreciate the value of physical magazines and even treat them as collectable items is impressive. I have a 15-year-old cousin who shares my love of aviation, for example, and he visits a newsagent twice a month to stock up on new titles.

With magazines still commanding loyal readerships, the revenue generated by print titles can often be something websites can only dream of, with advertising ebbing and flowing even when reader numbers remain stable.

That's why physical titles still launch nearly every week. In the past month alone, 10 magazines and one-shot bookazines have launched, including Your Crochet & Knitting, Baby and Gridiron – all specialist titles with premium cover prices.

The physicality and ambiance of reading a magazine cannot be duplicated in digital form – it's why the magazine market will never die.

### Opportunity: launches

Get to know which hobbies your customers enjoy then support specialist magazines that can appeal to them and drive repeat sales. Stay abreast of launches and stock new titles to create more loyal readers.

THIS WEEK  
IN MAGAZINES

# WE WANT YOUR INSPIRATIONAL IDEAS!

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



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

# RN

Call 020 7689 3350

# THIS WEEK IN MAGAZINES

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 @Marcello\_RN  
 facebook.com/thisisRN



## STARBURST

- Aimed at fans of science-fiction, horror and fantasy, this genre media magazine was launched in 1978.
- July's issue is themed around murder stories, and includes reviews and columns about related TV programmes, films, comics, books and movies.



**On sale out now**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Intermedia  
**Display with** Little White Lies, Fangoria, SFX, Total Film, Sci Fi Now



## TAKE A BREAK'S TAKE A CROSSWORD

- Launched in 1993, this magazine focuses solely on crossword puzzles. The cover price will increase to £2.75 for this issue only.
- Alongside an eight-page pull-out book to use by the poolside, this summer issue includes a chance to win a £1,550 holiday to Bruges.



**On sale** 26 July  
**Frequency** four-weekly  
**Price** £2.75  
**Distributor** Frontline  
**Display with** Lucky Seven Crossword Collection, Puzzler Q Word Search



## BRINGING HISTORY TO LIFE

- Collectable history magazine Bringing History to Life contains articles, interviews and features themed around World War II.
- This month's issue details key events between 1939 and 1945, including the blitzkrieg against France and Hitler's humiliation at Stalingrad.



**On sale out now**  
**Frequency** monthly  
**Price** £9.99  
**Distributor** Marketforce  
**Display with** History Revealed, History Today, BBC History



## TAKE A BREAK'S TAKE A PUZZLE

- Take a Puzzle's mixed content includes crosswords and codebreakers, alongside logic and illustrated puzzles.
- The year's biggest issue will feature eight extra pages, a chance to win a holiday worth £3,000 and a slightly higher cover price than normal.



**On sale** 26 July  
**Frequency** four-weekly  
**Price** £2.75  
**Distributor** Frontline  
**Display with** Puzzler Q Compendium, Family Wordsearch Jumbo



## JUST ADD COLOUR

- This children's bookazine from the makers of Girl Talk aims to keep girls of all ages entertained with puzzles and activities.
- Issue four includes more than 60 pages of colouring, quizzes and drawing activities, alongside 10 free mini gel pens.



**On sale out now**  
**Frequency** fortnightly  
**Price** £5.99  
**Distributor** Frontline  
**Display with** Go Girl, Star Girl, Colour Girl



## Bestsellers Crafting

| Title                       | On sale date | In stock                 |
|-----------------------------|--------------|--------------------------|
| 1 Let's Knit                | 05/07        | <input type="checkbox"/> |
| 2 Simply Knitting           | 05/07        | <input type="checkbox"/> |
| 3 Simply Cards & Papercraft | 26/07        | <input type="checkbox"/> |
| 4 Simply Crochet            | 05/07        | <input type="checkbox"/> |
| 5 Let's Get Crafting        | 19/07        | <input type="checkbox"/> |
| 6 Knit Now                  | 26/07        | <input type="checkbox"/> |
| 7 Papercraft Essentials     | 12/07        | <input type="checkbox"/> |
| 8 Cardmaking & Papercraft   | 05/07        | <input type="checkbox"/> |
| 9 Love Sewing               | 26/07        | <input type="checkbox"/> |
| 10 Crafts Beautiful         | 19/07        | <input type="checkbox"/> |
| 11 Craft Essential Series   | 12/07        | <input type="checkbox"/> |
| 12 Sew                      | 26/07        | <input type="checkbox"/> |
| 13 Crochet Now              | 05/07        | <input type="checkbox"/> |
| 14 Die-Cutting Essentials   | 19/07        | <input type="checkbox"/> |
| 15 World of Cross Stitching | 12/07        | <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  |

## COMING UP IN NEXT WEEK'S RN



### How Seelan Thambirajah transformed a run-down store and won a £13,000 weekly sales increase

Plus, they've only just broken up, but we get you ready to send the kids back to school, and your red wine prices go under the spotlight in Pricewatch



# THIS WEEK IN MAGAZINES



## BEANO

- The Beano is commemorating 80 years of publication, with a special issue guest-edited by comedian and children's author David Walliams.
- Its anniversary edition contains 44 pages of activities, jokes and comic strips aimed at primary school children.



**On sale 25 July**  
**Frequency weekly**  
**Price £2.75**  
**Distributor Marketforce**  
**Display with Epic, Toxic, Mega**



## BIKE

- This motorcycle-focused magazine features test-drives, analysis and interviews about the world's fastest and most luxurious bikes.
- The September issue comes with a 52-page Royal Enfield supplement and includes a test drive of the BMW R1200GS and the first ride of an Aprilia Dorsoduro.



**On sale 25 July**  
**Frequency monthly**  
**Price £4.40**  
**Distributor Frontline**  
**Display with Motorcycle News, Ride, Scootering**

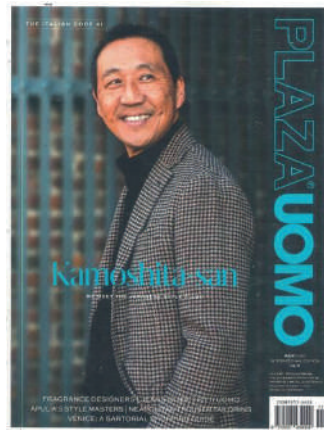


## TAKE A BREAK'S HOLIDAY PUZZLE COLLECTION

- This 164-page magazine features a mixed selection of puzzles, including wordsearches, sudoku, codebreakers and arrowwords.
- The holiday issue includes a free pen, alongside a competition with a prize of £500.



**On sale 27 July**  
**Frequency six-weekly**  
**Price £3.60**  
**Distributor Frontline**  
**Display with Puzzler Holiday Special**



## SPECIALIST CHOICE DANIEL MCCABE, MAGALLERIA, BATH PLAZA UOMO

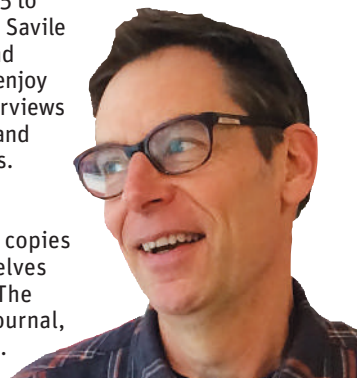
### Who buys it?

It is aimed at men aged 25 to 65, interested in elegant, Savile Row-inspired tailoring and luxury accessories, who enjoy the magazine's short interviews with modern style icons and its educated dressing tips.

### How do you display it?

We display half-a-dozen copies on the men's fashion shelves alongside similar titles The Rake and Gentleman's Journal, now very much in vogue.

**On sale out now**  
**Frequency irregular**  
**Price £8.90**  
**Distributor Seymour**



## Expert advice Alexandria Turner

Editor-in-chief, Beano Magazine

**O**ur 80th anniversary issue of Beano goes on sale on 25 July. It is set to be our best-selling issue in recent years, and we have secured the services of none other than David Walliams as our guest editor.

The independent retail channel has always been crucial to the success of Beano, accounting for 20% of UK newstrade sales, and delivering annual retail revenues of £500,000. We're increasing our UK newstrade supply from around 38,000 to 67,500 for this issue, and running an exclusive competition for independent retailers with a chance to win a 50-inch Samsung TV, plus 10 runner-up prizes of £80 cash.

All independents who stock Beano will receive their exclusive PoS pack on or around 25 July, along with details on how to enter. If you do not currently stock Beano, please contact your local wholesaler and place an order.

## Our strategy

### Who buys your title?

Beano is aimed at children aged six to 12, who love to read and laugh. Every issue is full of funny stories and favourite characters such as Dennis the Menace, Gnasher and Minnie the Minx that keep children amused for hours.

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

To celebrate Beano's 80th birthday we have produced eye-catching posters and shelf wobblers to help drive awareness in-store. Retailers should ensure Beano has a full-facing front of shelf, within the children's magazine category, and that the shelf wobbler is placed securely in front.

### How are you investing in independents?

Exclusive Beano PoS packs are being sent out to independents. These include a letter from the Beano team, a poster, die-cut wobbler and the chance to win prizes.

# INCREDIBLES 2

Sticker Collection

**BRAND NEW!**

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

**ON SALE NOW**

www.paninigroup.com

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

## Partworks

| Title                               | No  | Pts | £     |
|-------------------------------------|-----|-----|-------|
| <b>DeAgostini</b>                   |     |     |       |
| Art Gallery                         | 20  | 60  | 8.99  |
| British Steam Railways              | 20  | 50  | 1.99  |
| Build the Jaguar                    | 70  | 100 | 8.99  |
| Build Your Own R2-D2                | 80  | 100 | 8.99  |
| Cake Decorating                     | 19  | 90  | 3.99  |
| Classic Dinky Toys Collection       | 16  | 60  | 11.99 |
| Enhancing Your Mind, Body, Spirit   | 80  | 120 | 3.99  |
| Magiki Cuddle Buddies               | 15  | 30  | 3.99  |
| My Animal Farm                      | 67  | 80  | 5.99  |
| Jazz at 33 and Third RPM            | 66  | 70  | 14.99 |
| Star Wars Helmet Coll'n             | 67  | 80  | 9.99  |
| Zippo Collection                    | 75  | 100 | 19.99 |
| <b>EagleMoss</b>                    |     |     |       |
| DC Comics Graphic Novel             | 77  | 100 | 9.99  |
| Game of Thrones                     | 56  | 60  | 9.99  |
| My Little Pony Colouring Adventures | 72  | 80  | 4.50  |
| Star Trek Ships                     | 129 | 130 | 10.99 |

| Title                                    | No  | Pts | £     |
|--|-----|-----|-------|
| <b>Hachette</b>                          |     |     |       |
| 2000 AD                                  |     |     |       |
| The Ultimate Collection                  | 24  | 80  | 9.99  |
| Art of Cross Stitch                      | 81  | 90  | 2.99  |
| Art of Quilting                          | 133 | 150 | 3.99  |
| Assassins Creed: The Official Collection | 38  | 80  | 9.99  |
| Big & Little Crochet                     | 11  | 72  | 4.99  |
| Classic Routemaster                      | 26  | 130 | 8.99  |
| Doctor Who Complete History              | 76  | 80  | 9.99  |
| Draw The Marvel Way                      | 67  | 100 | 4.99  |
| Marvel's Mightiest Heroes                | 120 | 130 | 9.99  |
| Transformers GN Collection               | 42  | 80  | 9.99  |
| Warhammer                                | 49  | 80  | 9.99  |
| <b>Panini</b>                            |     |     |       |
| F1 Collection                            | 60  | 60  | 10.99 |
| Marvel Figures                           | 14  | 84  | 11.99 |

## Collectables

| Title   | Starter | Cards |
|---|---------|-------|
| <b>Panini</b>   |         |       |
| Disney Favourite Friends Sticker Collection               | 2.99    | 0.60  |
| England Adrenalyn XL Trading Cards                        | 4.99    | 1.50  |
| FIFA 365 Trading Cards                                    | 4.99    | 1.00  |
| Jurassic World Sticker Collection                         | 2.99    | 0.70  |
| L.O.L Surprise! Sticker Collection                        | 2.99    | 0.60  |
| Marvel Avengers: Infinity War Sticker Collection          | 2.99    | 0.60  |
| Tangled TV Series Sticker Collection                      | 2.99    | 0.60  |
| 2018 FIFA World Cup Russia Adrenalyn XL Trading Card Game | 5.99    | 1.50  |
| 2018 FIFA World Cup Russia Official Sticker Collection    | 3.99    | 0.80  |
| <b>Magic Box</b>  |         |       |
| Zomlings Series 6   |         | 0.50  |
| Star Monsters   |         | 1.00  |

| Title                                       | Starter | Cards |
|---|---------|-------|
| <b>Topps</b>                                |         |       |
| I Believe In Unicorns Sticker collection    | 3.00    | 0.60  |
| Journey to Star Wars                        | 4.99    | 1.00  |
| Match Attax 2017/18                         | 4.99    | 1.00  |
| Num Noms sticker coll'n                     | 2.99    | 0.50  |
| Premier League Sticker collection           | 1.99    | 0.50  |
| Ring Pop Puppies                            | 2.00    | -     |
| Shimmer and Shine Stickers collection       | 3.00    | 0.60  |
| Shopkins World Vacation                     | 3.00    | 0.60  |
| Star Wars: The Last Jedi Sticker collection | 3.00    | 0.60  |
| UEFA Champions League Sticker collection    | 4.00    | 0.60  |
| WWE Slam Attax 10 Trading Card Game         | 4.99    | 1.00  |
| <b>DeAgostini</b>                           |         |       |
| Magiki Ladybirds                            |         | 2.50  |
| Magiki Princesses                           |         | 2.50  |
| Piranhas & Co                               |         | 2.50  |

## Newspapers

| Daily newspapers   | price/margin | pence/margin % |
|--------------------|--------------|----------------|
| Sun                | 50p          | 11.15p 22.3%   |
| Mirror             | 75p          | 16.05p 21.4%   |
| Mirror (Scotland)  | 75p          | 17.12p 21.4%   |
| Daily Record       | 75p          | 16.05p 21.4%   |
| Daily Star         | 40p          | 7.26p 22.5%    |
| Daily Mail         | 65p          | 14.5p 22.31%   |
| Express            | 60p          | 13.31p 22.5%   |
| Express (Scotland) | 60p          | 13.31p 22.5%   |
| Telegraph          | £1.80        | 38.7p 21.5%    |
| Times              | £1.60        | 34.4p 21.5%    |
| FT                 | £2.70        | 54p 20%        |
| Guardian           | £2           | 44p 22%        |
| i                  | 60p          | 13.2p 22%      |
| i (N. Ireland)     | 60p          | 13.2p 22%      |
| Racing Post        | £2.30        | 54.0p 23.48%   |
| Herald (Scotland)  | £1.30        | 29.90p 23%     |
| Scotsman           | £1.60        | 36.0p 22.5%    |

| Saturday newspapers | price/margin | pence/margin % |
|---------------------|--------------|----------------|
| Sun                 | 70p          | 14.98p 21.4%   |
| Mirror              | £1.20        | 24.72p 20.6%   |
| Mirror (Scotland)   | £1.20        | 24.72p 20.6%   |
| Daily Record        | £1.10        | 22.6p 20.6%    |
| Daily Star          | 60p          | 12.085p 21%    |
| Daily Mail          | £1           | 21p 21%        |
| Express             | 90p          | 19.11p 21%     |
| Express (Scotland)  | 90p          | 19.11p 21%     |
| Telegraph           | £2.20        | 49.5p 22.5%    |
| Times               | £1.90        | 39.9p 21%      |
| FT                  | £3.50        | 79.1p 22.6%    |
| Guardian            | £2.90        | 63.8p 22%      |
| i Saturday          | 80p          | 17.2p 21.5%    |
| i (N. Ireland)      | 80p          | 17.2p 21.5%    |
| Racing Post         | £2.60        | 61p 23.46%     |
| Herald (Scotland)   | £1.70        | 39.1p 23%      |
| Scotsman            | £1.95        | 43.88p 22.5%   |

| Sunday newspapers        | price/margin | pence/margin % |
|--------------------------|--------------|----------------|
| Sun                      | £1.20        | 23.1p 21%      |
| Sunday Mirror            | £1.60        | 33.6p 21%      |
| People                   | £1.60        | 33.6p 21%      |
| Star Sunday              | £1           | 19.89p 21%     |
| Sunday Sport             | £1           | 24.3p 24.3%    |
| Mail on Sunday           | £1.80        | 37.8p 21%      |
| Sunday Mail              | £1.90        | 38.76p 20.4%   |
| Sunday Telegraph         | £2.00        | 45.5p 22.75%   |
| Sunday Times             | £2.70        | 56.7p 21%      |
| Observer                 | £3           | 73.5p 24.5%    |
| Scotland on Sunday       | £1.70        | 39.95p 23%     |
| Racing Post              | £2.60        | 61p 23.46%     |
| Sunday Herald (Scotland) | £1.70        | 35.7p 21%      |
| Sunday Express           | £1.50        | 31.5p 21%      |
| Sunday Post              | £1.90        | 37.5p 19.75%   |

## Weight Watchers 7-8 July

|                | Total weight | Supplements weight | Ad inserts weight | Number of Inserts | Heaviest ad insert |
|----------------|--------------|--------------------|-------------------|-------------------|--------------------|
| Sunday Times   | 995g         | 465g               | 0g                | 0                 | 0g                 |
| Telegraph      | 940g         | 170g               | 0g                | 0                 | 0g                 |
| Times          | 830g         | 135g               | 85g               | 6                 | 40g                |
| Daily Mail     | 655g         | 230g               | 95g               | 3                 | 40g                |
| Mail on Sunday | 650g         | 260g               | 35g               | 4                 | 15g                |
| Guardian       | 595g         | 295g               | 55g               | 5                 | 25g                |
| FT             | 565g         | 275g               | 0g                | 0                 | 0g                 |
| Observer       | 515g         | 145g               | 0g                | 0                 | 0g                 |

## Scale of third-party advertising insert payments

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

\* By negotiation

## Insertion payment guide

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

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