

**RETAIL NEWS THAT MATTERS** ● £2.50 ● 24.08.2018



# New political support for vaping to boost sales

- Experts predict e-cig market growth following new report
- MPs call for relaxation on advertising to transform negative customer perceptions



#### SYMBOLS

#### Premier to push gross profit up to 30%

New store format focuses on in-demand services, value and 'perfect ranging' Page 4 >>>



#### CONSOLIDATION

#### Nisa stores fear over Co-op data access

Retailers concerned multiple will use sales to set up rival shops Page 9 >>>



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#### Add flavour to your

#### to your Christmas spirit sales

Invest in the trend for flavoured vodka over the festive period Page 11 >>>

Shaping the future of independent retail since 1889



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"If costs continue to rise, 30% POR will be what it takes to survive and thrive"

Martyn Parkinson, p4

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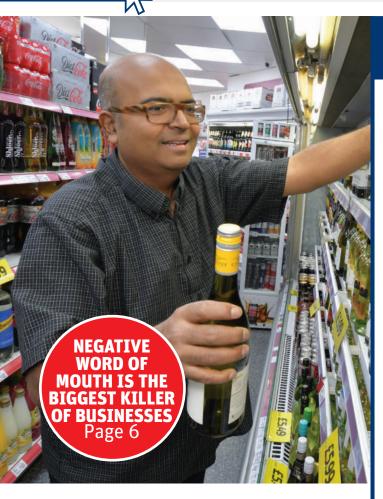
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#### WELCOME

What struck me was how we're helping retailers consider areas of their business they don't often think about



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ast week, we revealed the Independent Achievers Academy Top 100 retailers for 2018.

As part of our big reveal each year, every member of staff at Newtrade, RN's publisher, calls one of the Top 100 independent retailers to share the good news with them.

It's always a great opportunity to understand how the IAA helps them to be more profitable and how much it means to them and their staff to be recognised for the hard work they put in, day in, day out.

Reading through the feedback we received

this year, what struck me was how we're helping retailers consider things they don't often think about.

"I kept coming up against areas of my business that needed attention, but were not being looked at," Premier retailer Steven Mahal told us. Nisa retailer Amrit Singh agreed. "They make you ask questions about your business that you may forget to ask yourself," he said.

Among these 'forgotten' things were staff training, bonus structures for staff and fully assessing the exterior of a store.

The often forgotten, but important things are something Sudesh Patel is focusing on – and he's reaping the results. You can read more about his journey on page 6.

How often are you getting stuck in the day-to-day and not considering important elements that take you from good to great? Take time out to think about what areas of your business you're not giving enough attention.

You can find out more about the IAA, the advice it offers and who made this year's Top 100 at betterRetailing.com/iaa

## BREAKING NEWS

#### ACS backs Cable rates reform bid

The Association of Convenience Stores has welcomed comments from Liberal Democrat leader Sir Vince Cable MP, calling for reform of the business rates system.

Speaking ahead of the launch of a report on the future of business rates, Mr Cable outlined his support for a commercial landowner levy instead of the current system.

Since the previous revaluation last year, one in three convenience retailers have seen an increase in their rates bills, with some reporting they have more than doubled.

ACS chief executive James Lowman said: "A commercial landowner levy or land value tax should be considered among a range of options for fundamentally changing the business rates system."

#### Royal Mail parcel blunder

Lost letters and parcels were the cause of 257,366 customer complaints to Royal Mail in 2017 and 2018, online marketplace OnBuy has revealed.

It said the surge in demand for online shopping has required many retailers to rely heavily on a postal or courier service to deliver products to customers.

A retailer, who asked not to be named, said: "Things always go missing, but for us, it's about pointing the customer in the right direction in terms of which courier to choose."

Seventy-three percent of customers who complained received compensation, costing Royal Mail £4,272,693. **Premier format focuses on high returns** '30% will be what it takes to survive and thrive'

## Store of the Future to aim for 30% gross profits

by lack Courtez

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Premier's new Store of the Future format will push gross profits up to 30%, according to the symbol group's brand director, Martyn Parkinson.

Mr Parkinson outlined the strategy behind the refresh at the first store in the scheme – Jatinder Singh Punian's Premier Hull Victoria Dock.

"Providing the services customers want alongside great value on basics delivers fantastic footfall. When combined with new high profit-on-return sections, such as quality coffee, local produce and the Premier Deli range, which has a POR of up to 75%, we can increase the store's overall profits," he said.

Mr Punian said the store's "perfect ranging" was delivering store profits of 23%, which is four percentage points higher than his Premier store in the town. He also receives a 4% rebate on orders.

The model is selling 100 meal for tonight deals, 600 coffee cups and 525 sandwiches per week. Sections for protein and free-from, vegetarian frozen, slush and local bakery goods generate £100, £300, £500 and £350 per week respectively.

Car and bike parking and locks, a dog water bowl and tie-up point, pram and wheelchair access, in-store seating, WiFi, a free-to-use ATM and power points were also a priority in drawing a diverse audience to the store, Mr Punian said.

To make space for the new features, confec-

tionery and news and magazines sections have been cut back, while tobacco is now kept under the counter.

According to Mr Parkinson, the move to food to go and other high-return sections "will be the new normal for our industry. I think 25% is the new 20% when it comes to gross profits. But I believe we'll be looking at 30% from the new model in 12-18 months. If costs continue to rise, 30% will be what it takes to survive and thrive."

#### Scan and go 'not just for millennials'

'Scan and go' apps similar to the one launched by Sainsbury's can work in rural areas and small towns, as well as major cities, RN has been told.

The multiple launched its service in its Clapham North store this month, enabling customers to scan and pay for items using their smartphones.

Will Broome, founder of scan-and-go app specialist Ubamarket, told RN: "We offer a similar product across six Budgens in the Cotswolds, which has been taken up by more than 1,000 customers.

"It shows that older customers outside major cities are demanding these services. However, independent retailers can differentiate themselves by offering features outside the store, such as the ability to create shopping lists within the app."

Sainsbury's service follows Amazon's 'just walk out' concept in Seattle in the US, while Tesco and Co-op are trialling self-payment services in selected stores across the UK.

TLM Technologies head of convenience Jonathan Rons told RN: "The general perception is these services only work in areas with many millennials, but the locations where Tesco and Sainsbury's are trialling their products suggests otherwise."

#### Bestway launches three new franchise agreements

Bestway Retail has launched three new franchise agreements for its Bargain Booze, Select Convenience, Central Convenience and Wine Rack customers. The new proposition is built around three key areas, which will make it easier for franchises to deal with the company, extend their shopper offer and increase profitability. Bestway regional managing director David Robinson said: "Many of our franchisees were impacted by the disruption they had recently experienced, so it was important we met with as many of them as possible."



**Report cites lesser harm than cigarettes** 'There will be more opportunities across convenience'

## MPs call for changes to ad rules about vaping

by Alex Yau

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Proposals from MPs to use vaping to abate smoking may help boost sales, but retailers need more support through in-store advertising and PoS, RN has been told.

The recommendations to the government were published this month by the Science and Technology Committee in its seventh report on e-cigarettes.

The report claims vaping is 95% less harmful than cigarettes, with 2.9 million people having attempted to quit smoking using e-cigarettes. It also says it would help to reduce smoking rates if advertising were allowed to reflect this lesser harm compared to cigarettes.

UK Vaping Industry Association director John Dunne welcomed the proposals, but urged the government to ease advertising restrictions. He told RN: "The fact MPs are urging government to get behind vaping is giving the category a more positive image and this can help retailers boost sales.

"However, many still think vaping is as harmful as cigarettes, if not

more harmful, and the confusion is impeding the category. Public Health England is allowed to say vaping is healthier than smoking, but it doesn't make sense that brands and manufacturers can't.

"There will be more opportunities across convenience by raising awareness through the proper PoS material and staff education."

Raj Aggarwal, of Spar Hackenthorpe in Sheffield, said: "Having big in-store displays would go a long way to boost e-cig sales."

Imperial Tobacco and Blu also welcomed the proposals. A Blu spokesman told RN: "The suggestions around relaxing current restrictions on vape advertising seem sensible. If invited, we would be pleased to collaborate to ensure any materials are as impactful as possible."

Meanwhile, Mr Dunne added that retailers could use their store opening hours to differentiate themselves from vape shops. "Vape shops have limited opening hours whereas convenience stores can stay open much longer. This is an area the sector hasn't capitalised on," he said.

#### Sainsbury's and Asda may lose 300 stores

Sainsbury's and Asda may be forced to dispose of up to 300 stores if the Competition and Markets Authority (CMA) approves their proposed merger.

According to analysis from The Times based on the CMA's review process, there are stores in 300 locations that may raise competition concerns. Affected areas include Bournemouth Castle Point, Bristol Filton, Warrington, Carlisle and Hastings.

However, retail expert David Gilroy said the sites wouldn't appeal to retailers. He told RN: "These sites will typically be supermarkets larger than what a convenience store owner will want."

Asda and Sainsbury's announced their intention to merge in April. However, the CMA has yet to open a formal investigation.

#### Asda swede wrap move could be impractical

Asda's decision to remove plastic wrapping from its swedes is a positive move, but could be impractical, a Spar retailer has warned.

David Charman, who runs Spar Parkfoot in Kent, said: "The initiative to reduce plastic waste is a step in the right direction and something I hope will trickle down to smaller retailers.

"But it's not always practical. We have loose fruit and veg that people can choose to use a paper bag or a plastic bag for, with an even 50/50 usage split. However, the paper bags do break easily."

#### **Edinburgh Gin** proves a hit in . Manchester

Ancoats General Store in Manchester has seen a rise in alcohol sales since the introduction of Edinburgh Gin three weeks ago. Store manager Anthony Penny said the store now offers seven different flavours. He said: "The line has been doing really well. We initially only started selling one flavour but it has been selling so fast that we wanted to expand the range. We are hoping to expand the range even further in the future." Edinburgh Gin's flavours include Rhubarb & Ginger, Plum & Vanilla and Raspberry.



#### **MyHermes to deliver Amazon orders**

MyHermes will begin delivering Amazon parcels, following DHL's decision to remove them as part of its takeover of Pass My Parcel.

John Parkinson, from Broadway Premier in Penhryn Bay, said the switch could help him

boost extra sales.

"It's profitable as a standalone service, and it brings in the odd extra customer every so often. If it replaces Pass My Parcel and gives Amazon reasonable access throughout the country, this change will be quite

Mike Mitchelson, NFRN president and owner of Mitchelson News in Cumbria, said: "We are the main myHermes agent

beneficial to us," he said.

on our postcode; we get at least 20 parcels a day, while seasonal times are exceptionally busy. It is

an important add-on."

Hermes UK's service enables retailers to receive and send customers' packages through its myHermes Parcel-Shop. The company has not yet confirmed when the Amazon service will begin.

## STORE TOUR





# Lessons for success

Through trial and error and a focus on great customer service, Sudesh Patel has grown a south London c-store built on strong relationships, local business partnerships and savvy stock management.

Toby Hill reports

udesh Patel's first stab at convenience retail came to abrupt end in 1992, when a fire consumed his store and his insurance company refused to cover the cost.

For the subsequent two decades, he worked for an array of retail-related companies, including a 15-year stint at Europa Foods. But he always wanted to return to running his own business, and eventually, in 2015, took over a 1,350sq ft Londis in Coulsdon, south London.

"I should have done it long ago," he says. "In previous jobs I had to answer to other people, but this way I get to make the decisions."

With a breadth of retail experience to draw on, Sudesh set to work perfecting his new store. At the root of everything, he says, are the basics: availability, service and cleanliness.

"My store is always clean, tidy and full," he says. "Just this morning a customer came to use the cash machine and told me, 'Your shop looks so inviting!"

Sudesh keeps his store immaculate via a detailed rota, dividing cleaning tasks between his staff. Every few months, he holds refresher meetings, reminding them of the importance of good and friendly service.

"Negative word of mouth is the biggest killer of businesses," he says.

With the basics established, Sudesh has

focused on tailoring his store to the local area. But there was no quick-and-easy way to achieve this.

"The first year was a learning curve and there were things that didn't work," he says. "But we were able to build on our mistakes."

He gives the example of seasonal events such as Mother's Day.

"In our first year, we did a display with bouquets of flowers sourced from Booker," he says. "But we didn't get the mix right and sales were poor."

So, this year, Sudesh met a local florist to ask his advice on what to sell, with highly profitable results.

"He made up Mother's Day bouquets. They made the display look great and we sold 40 of them at £30 each," he says.

Similarly, in his first two years he stocked up on packets of pancake mix for Pancake Day, but sold only six or seven each time. Talking to customers, however, he knew the demand was still there to make it work. So, this year, he went large.

"We made a massive Pancake Day display and promoted it heavily on Facebook. This time, we sold 50 cases."

Beyond seasonal events, the core of Sudesh's turnover comes from crisps, confectionery, snacks and soft drinks, carefully managed to ensure maximum sales from the available space.

"Every few months I'll look at my sales in

## They made the Mother's Day bouquets display look great. We sold 40 of them at £30 each SUDESH PATEL







#### Inside my shop

1 Sudesh returned to running his own store in 2015 after a 23-year break

2 A three-for-£5 deal on ales and ciders is popular all year round with Sudesh's customers

3 Sudesh keeps a detailed rota, with cleaning tasks dedicated to staff members

4 Swapping 89p grab bags of crisps for £1 pricemarked packs has helped boost sales

#### **INFORMATION**

#### Location

Coulsdon Londis, 229 Chipstead Valley Road, Coulsdon CR5 3BY

#### Size

1,350sq ft

#### **Staff**

1 full-time, 4 part-time

#### Average basket

Bestselling categories

Wine, sprits and soft drinks

key categories line by line. If I'm not ordering a case a week of something, I'll consider whether it's worth keeping."

Recently, he discontinued several lines of 89p grab bags of crisps and replaced them with £1 pricemarked bags. "It's a made a big difference to my sales, especially of Doritos and Walkers," says Sudesh.

Getting promotions right is vital, too. Year-round, he runs a multibuy deal on real ales and ciders. "Customers know they can walk in at any time and get three different ales for £5," he says.

Finally, Sudesh highlights the importance of getting involved with the community. This isn't something that happens overnight, but having been in the area for three years, Sudesh has established several partnerships. Each year, he buys books for a local school. He also advertises in the programme of the Chipstead Village Fair & Flower Show. Next, he plans to install a canopy outside the store and run coffee mornings for local residents.

Through these incremental improvements, Sudesh has seen his store go from strength to strength. Alcohol sales alone are up 12% year on year. Decades of retail experience are paying off, and Sudesh's number one lesson is, he says, is: take your time.





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## SYMBOL NEWS

#### Welcome for groups merger

Wholesalers Dee Bee and Dhamecha have backed the proposed merger between buying groups Today's Group and Landmark to help them compete against the multiples.

Dee Bee Wholesale managing director Nick Ramsden told RN: "It will give us more opportunities. Bringing the scale together would offer more buying power, better terms with suppliers and a bigger voice in the industry."

Dhamecha Group managing director Manish Dhamecha added: "By coming together, we make ourselves more efficient."

The proposal, announced this month, goes to a member vote on 6 September. If approved, the new business will be called Unitas Wholesale.

## Lomond expands food range

Glasgow-based Lomond Fine Food Wholesale has expanded its hot food-togo range for independent retailers in Scotland.

The latest products in the wholesaler's range cover options for breakfast, lunch, dinner and snacks. Retailers can purchase bacon rolls and pulled meats as well as options for a barbecue meat bar for their shops.

Lomond Fine Food Wholesale director Barbara Henderson said: "We know food to go is a huge opportunity for retailers. However, competition is fierce and it's essential that they stand out from the competition with high-quality, affordable food to go that can rival even the most sophisticated high street operator."



## Costcutter grows Heineken sales a third with World Cup promo campaign

Costcutter grew sales of Heineken products by 28% thanks to its most recent World Cup promotional campaign. The promotion, which also ran in Mace shops from 31 May to 15 July, offered customers a chance to win a holiday if they could find a golden football in participating stores. Costcutter brand manager Jenny Leetch said: "By engaging shoppers with eye-catching promotions and interactive games, we can really help retailers drive sales." Pictured is Costcutter Halifax manager Naveen Sharm who gave the winning customer, Anji Barrett, her prize.

Sales data could provide advantage 'If a Co-op opens up next door, what are you going to do?'

## Nisa retailers worried about Co-op competition

by Alex Yau

alex.yau@newtrade.co.uk

Nisa retailers have raised concerns that Co-op could use their sales data to gain a competitive advantage.

A source, who asked not to be named, said the company might decide to open a Co-op in the same area as a profitable Nisa store, based on data available to it following its takeover of the symbol group in May.

He told RN: "Co-op could pinpoint well-

performing stores in areas it does not have a presence in and open a store in the vicinity.

"It would destroy the business of a Nisa retailer, who could not move buying group or sell their businesses due to losing out on their share pay out. Co-op has a chokehold on these retailers."

Onkar Sandhu, of Nisa Sandhu Stores in Tamworth, Staffordshire, added: "This was one of my arguments from the beginning. If a Co-op opens up next door, what are you going to do?"

Ketul Desai, of Nisa The General Store in Tufnell Park, London, used his own EPoS system to counter similar concerns. He told RN: "I am against Co-op getting my sales data, so I have opted to use my own EPoS system and not one provided by them. They know what I purchase, but I get to keep the sales data to myself."

However, Jack Matthews, of Nisa Bradley's Supermarket in Quorn, Loughborough, raised doubts around the data being used to Co-op's advantage. He said: "I don't think Co-op would use our data in that way. There is no major benefit to opening a Co-op near a Nisa because it is more profitable wholesaling."

A Nisa spokesman added: "We can reassure retailers Co-op's new store opening strategy is not informed or altered by Nisa store sales, which it doesn't have access to."

#### Normal service promised after depot buy-up

Dee Bee Wholesale has assured former Blakemore customers in Grimsby that normal availability levels will return, following the purchase of its rival's former depot.

The company is the only wholesaler with a cash and carry in Grimsby following the purchase this month. Dee

Bee's parent company Ramsden Group will let out the depot to other businesses, while Dee Bee will serve Blakemore's former customers out of its other Grimsby site.

Nick Ramsden, Dee Bee managing director, told RN: "We received feedback from a lot of former Blakemore customers about their availability suffering over the past six months.

"We're determined to remain competitive and offer retailers the best choice they can get. We've taken on 200 new customers."

Mr Ramsden said the addition of the new customers will give the business an opportunity to expand the number of Today's fascias in which it invests.

He added: "We'll be offering the Today's symbol to Lifestyle Express retailers. Combined with issues following Palmer & Harvey's collapse, we are aiming to grow our symbol estate from 90 stores to nearly 120 over the next year."

## NEWS & MAGS

Half of all daily and Sunday titles get boost 'Our ABC figures for July are testament to our leading World Cup reporting'

## England's football success leads to surge in paper sales

by Marcello Perricone

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England's performance at the World Cup caused an unprecedented surge in newspaper sales during July, with more than half the daily and Sunday titles reporting monthon-month increases.

According to figures from the Audit Bureau of Circulations (ABC), six out of 11 daily publications had a monthly positive change, with The Guardian and Daily Telegraph both enjoying a 1.3% uplift in sales. The Times and Daily Mail also enjoyed positive results, followed closely by the Daily Express and the i.

The Times' chief marketing officer, Catherine Newman, said a Reuters Institute report in June naming The Times the UK's most trusted newspaper helped to increase sales: "Our ABC figures for July are testament to the world-class journalism of Britain's most-trusted newspaper and notably our leading World Cup reporting."

Sunday newspapers performed equally well, with six out of 11 titles seeing growth month on month. The Observer's coverage of the World Cup led to a 1.8% uplift in sales, while the Mail on Sunday and the Sunday Telegraph increased 1.6%.

Roland Agambar, chief marketing officer of Mail Newspapers, said the Sunday paper's retail sales market share of 22.5% showed the brand's power.

"We're continuing to put money into retailers' tills and give our readers the content they love. The fact that one in every four newspapers sold Monday to Saturday is the Daily Mail is testament to the quality of our engaging content and promotions."

#### July Monday to Friday newspaper sales Monthly change Yearly Estimated Total change retail margin (OOOs)\*2 sales\*3 Core sales\*1 Daily Mirror 501,188 -1.1% -12.2% £80.4 501,188 Daily Record 120,104 -1.2% -13.7% £19.3 120,104 Daily Star 354,368 -16.2% £25.7 354,368 The Sun £135.6 1,334,636 1,216,417 -1.1% -9.5% Daily Express 0.6% -11.5% £42.2 Daily Mail 1,095,680 0.8% -6.5% £158.9 1,095,680 Daily Telegraph -8.4% £130.6 337,480 337,480 1.3% **Financial Times** 27,124 -4.8% -12.8% £14.6 58,374 Guardian 115,041 1.3% -7.6% £50.6 115,041 185,607 0.7% -10.9% £24.5 239,837 Times 301,137 1.1% -4.3% £103.6 394,255 TOTAL 4,571,200 -0.2% 4,868,017

July Saturday newspaper sales					
	Core sales*1	Monthly change	Yearly change	Estimated retail margin (00	Total Os)*2 sales*3
Daily Mirror	643,599	-1.4%	-11.6%	£159.1	643,599
Daily Record	143,671	-0.1%	-13.3%	£32.5	143,671
Daily Star	336,025	-1.1%	-13.7%	£40.6	336,025
The Sun	1,635,101	-1.6%	-8.5%	£244.9	1,753,318
Daily Express	403,775	0.5%	-10.4%	£77.2	403,775
Daily Mail	1,809,938	-0.7%	-6.4%	£380.1	1,809,938
Daily Telegraph	489,750	0.5%	-7.5%	£242.4	489,750
Financial Times	65,160	-2.7%	-5.2%	£51.5	95,436
Guardian	251,823	-1.5%	-8.0%	£160.7	251,823
i	212,425	1.4%	3.7%	£36.5	264,459
Times	462,340	-0.3%	-2.4%	£184.5	544,775
TOTAL	6,453,607	-0.8%	-7.9%	£1,610.0	6,736,569

July Sunday n	ewspaper sal	es			
	Core sales*1	Monthly change	Yearly change	Estimated retail margin (OC	Total Os)*2 sales*3
Sunday Mail	129,545	-1.6%	-15.3%	£50.2	129,545
Sunday Mirror	445,041	-1.5%	-14.5%	£149.5	445,041
People	173,470	-0.3%	-15.3%	£58.3	173,470
Daily Star Sun.	217,502	0.6%	-14.8%	£43.3	217,502
The Sun	1,074,401	-0.1%	-9.6%	£248.2	1,192,618
Sunday Express	290,499	1.0%	-10.5%	£91.5	290,499
Sunday Post	113,793	-1.1%	-15.4%	£42.7	114,331
Mail on Sunday	1,019,640	1.6%	-8.0%	£385.4	1,019,640
Observer	169,340	1.8%	-5.2%	£124.5	169,340
Sun. Telegraph	285,197	1.6%	-7.2%	£129.8	285,197
Sunday Times	616,099	0.9%	-4.3%	£349.3	700,530
TOTAL	4,534,527	0.5%	-9.7%	£1,672.64	4,737,713

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

#### Women's magazines see best revenues since 2014

Women's magazines benefited from uplifts in revenues for the first time in more than three years, according to the Audit Bureau of Circulations.

According to the ABC's half-yearly report on magazine sales, Hello!, Bella, OK!, Heat and Love It! saw an increase in revenue in 2018, marking the first time since 2014 that the revenue of more than one women's magazine has improved.

Hello! enjoyed the best performance of all titles, with a 6.8% uplift in sales generating £19.2m through 167,904 sold copies. Meanwhile, Bauer's Bella made £8.6m through a 2.9% increase in sales, while OK! suffered a 2.4% decrease in circulation, but still increased its revenue by £0.3m to £11.2m through a price rise.

Rob Munro-Hall, group managing director at Bauer Media, said: "Print magazines remain one of the strongest opportunities for commercial partners to engage with passionate, knowledgeable audiences. Our continued investment in magazines is being repaid by consumer loyalty and buying habits."

• For the full ABCs, go to page 20.

## PRODUCT TRENDS

#### Singles good for snacks

Offering single formats in the crisps, snacks and nuts (CSN) category can increase sales as more shoppers look for on-thego options, Kellogg's has told RN.

Chris Bates, sales director for impulse at Kellogg's, said 50% of sales in the CSN category come from single formats, so this is what retailers should be focusing on.

According to IRI data, Kellogg's Pringles 40g snack can is the fastest-growing brand in the category in the past five years.

"The CSN category is growing at 20% in the impulse channel – whether retailers decide to add the Pringles 40g to a meal deal or sell it alone as a snack, it can help drive incremental sales," Bates added.

## Pre-mix cans draw straws

Diageo has paired its premix cans with a range of edible, flavoured straws, which will be available to shoppers to purchase via 31Dover.com.

The news follows the supplier's commitment last year to help phase out the use of all plastic straws and stirrers globally, to reduce the environmental impact of its brands.

The new edible range includes Strawberry, Chocolate, Lemon and Lime flavours, which will be added to its range of pre-mix drinks including Pimm's & Lemonade, Gordon's Gin & Tonic and Baileys Iced Coffee Latte. All are available to the independent convenience channel.



## Flavoured vodkas will increase Christmas spend

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Independent retailers should invest in flavoured vodka to drive spirits spend this Christmas, according to Pernod Ricard.

Speaking last week
at the supplier's Christmas event in London,
Chris Shead, off-trade
channel director at
Pernod Ricard UK, said
despite flavoured vodka
driving all vodka category
growth in the past year,
with sales up £4.8m in the

impulse channel, it only has 55% distribution in the channel.

"With so many new variants and growth in other categories, vodka had a tough Christmas last year - Smirnoff and Russian Standard declined by 2.8% and 8.9%, respectively," he said. "However, Absolut is growing at 4.5% in value and growing in the impulse channel by 7.4% year on year. Furthermore, Absolut Raspberri Vodka is driving the growth at £1.9m."

Compared to value vodka, which is declining by 7.5% year on year, premium vodkas are growing by 8% year on year, so more retailers should be looking to stock flavoured varieties to benefit from increased sales, said Shead.

This, he added, presents retailers with the opportunity to compete with the multiples on range, and by ensuring flavoured vodka gets proportionately more shelf space than standard lines, independents can increase basket spend.

Meanwhile, Geraint Morgan, who runs Bargain Booze in Porthcawl, said he stocks a wide selection of flavoured vodkas, including Cîroc in Pineapple, Red Berry and Apple, and Absolut Vodka, with the Raspberri flavour being the most popular.

"Out of all the flavoured vodkas we sell, this year, Echo Falls Summer Berries vodka has done really well with our younger shoppers, particularly those aged mid-20s-to-30," he said.

#### Pair beers and food for a sales boost

Retailers can benefit from increased beer sales by cross-merchandising premium varieties with food and including it in evening meal deals.

Paul Morris, brand activation and sponsorship manager at Carlsberg, said retailers can increase basket spend by crossmerchandising beer with food, similar to food and wine pairings.

"Even the big multiples aren't taking advantage of cross-merchandising beer with food," he said. "There is definitely room for independents to capitalise on this and set an example, while offering

shoppers something that isn't widely available."

He also recommended retailers give shelf space to premium brands that are investing in promotions and competitions surrounding festivals this season, such as Carlsberg Export's partnership with Rize festival, as this helps

attract younger shoppers to the brands.

"Carlsberg has a 12week promotion for a lucky winner and five friends to go to a festival of their choice, alongside Academy gigs," he said.

The promotion is running in 21,000 stores and on six million packs.

## **BRAND SNAPSHOT**



#### **Gum with a boost**

Blockhead's two new gum ranges, Energy Gum and Vitamin Gum, are aimed at adults in need of an immediate and convenient energy or vitamin boost.



#### **Celebratory biscuits**

Pladis' 2018 Christmas campaign 'Merry Biscuits Everyone' ties in with the launch of its seasonal products and Christmas makeover of sweet and savoury favourites.



#### **Softies shake-up**

Tangerine Confectionery is adding to its Softies range with the introduction of three new variants: Dip Dab, Refreshers and Fruit Salad Minis.



#### KitKat has it all salted

Nestlé Confectionery's KitKat has added a Salted Caramel Fudge bar to its KitKat Chunky range. It has an RRP of 65p.



#### **Mixing it up**

Mars Wrigley Confectionery is expanding its portfolio with the addition of Starburst Fruity Mixies 24-pellet pack, which has an RRP of 49p.



#### **Beer on the big screen**

Heineken's craft-inspired beer, Maltsmiths, is on TV for the first time as part of a new £4.5m campaign for the brand.



#### **Calorie-conscious cakes**

General Mills has launched Cake Bars to its Fibre One range in two flavours, Triple Choc and Carrot Cake, each containing 90 calories per bar.



#### **Weetabix summer giveaway** Weetabix On The Go Kids has joined up

Weetabix On The Go Kids has joined up with Activate Camps to give away 5,000 cartons to children throughout the summer holidays.



#### **New Old El Paso kits**

Old El Paso is expanding its Meal Kit range with three premium variants to tap into demand for convenient, restaurant-quality meals at home.

## WHAT'S NEW

### Flapjacks

Flapjacks appeal to shoppers looking for a sweet alternative to traditional confectionery and chocolate. Here are our top picks



#### Graze Lemon Drizzle Flapjack

Graze's Lemon Drizzle Flapjack combines zesty flavours and yoghurt. Lemon curd gives a light citrus taste, offering shoppers something different to traditional flapjacks.

RRP £1.45

Contact wholesale@graze.com



#### Traybakes flapjacks

Traybakes' products are hand-made in small batches, using Belgian milk chocolate. Its chewy, all-butter flapjack is made with caramel, cranberries and toasted, flaked hazelnuts and almonds.

RRP £1.39

Contact sales@traybakes.com

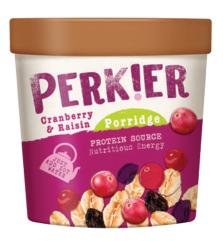


#### Nix & Kix Blood Orange & Turmeric drink

Nix & Kix's low-calorie Blood Orange & Turmeric drink falls below the 'sugar tax' threshold and contains antioxidant-boosting ingredients such as turmeric, alongside sugar-free soda.

**RRP** £1.15

Contact russell@nixandkix.com



#### Perkier Cranberry & Raisin Porridge

Perkier's Cranberry & Raisin Porridge is a glutenand wheat-free porridge in a single pot. Shoppers just need to add boiling water and it is ready in two minutes, offering a quick breakfast.

RRP £1.45

Contact sales@perkier.co.uk



#### Gourmade Steak & Ale Pie

Gourmade's new range of pies include Steak & Ale and Chilli Con Carne. Made for shoppers looking for a quick and fresh meal, it is frozen by the manufacturer within an hour of being made.

RRP £4.50 to £7.50

Contact hello@gourmade.com



### Kallø Apple & Cinnamon rice cakes

Each of Kallø's healthy and convenient jumbo packs of Apple & Cinnamon rice cakes contain 32 calories and are made with just four ingredients: rice, corn, cinnamon and apple juice concentrate.

RRP £1.49

Contact kallosales@wessanen.com

#### Priyanka Jethwa

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#### **Fruitypot fruit pieces**

Fruitypots contain fruit in juice or jelly, packaged in individual pots with a spoon inside. They are perfect for lunchboxes and appeal to children and parents looking for small snacks.

**RRP** 75p

Contact info@fruitypot.co.uk



#### Brindisa Maxorata Majorero cheese

Brindisa's Maxorata Majorero is a paprika-coated goat's-milk cheese from the Canary Islands that will appeal to shoppers who are willing to pay a bit extra for premium fine foods.

**RRP** £33 (1kg)

Contact sales@brindisa.com

## **ACADEMY IN ACTION**



betterRetailing.com



Three-month follow-up:

## **Shop Layout**

In April, Stefan Appleby, from category partner betterRetailing.com, visited Natalie Lightfoot's Londis Solo Convenience in Glasgow to advise her how to improve her shop layout. Three months on, we look at how Natalie has got on

#### **IAA ADVICE**

- Introduce meal deals and promote them to passing customers and new shoppers to drive basket growth
- Walk the shop and create a plan to have the right products next to each other on the shelf
- Identify the key drivers for the target audience and make sure they are clearly signposted at eye-level

#### THE RESULTS

Following Stefan's advice, I've rearranged the gins behind the counter so they are more visible. I've analysed sales data and delisted slow sellers, which helped me introduce more local and speciality gins. These have given my shop a point of difference. We have signposted offers, used media screens and added our own PoS showing the different services we are offering in-store. My shop has become a destination and footfall has increased by more than 6%.

#### **PARTNER ADVICE**

I am pleased Natalie has improved her shop layout and attracted more customers. She has got the right feel, but going forward it is important she continues to cater to the shopper missions in the area to use its full future potential.

Stefan Appleby Head of Product betterRetailing.com



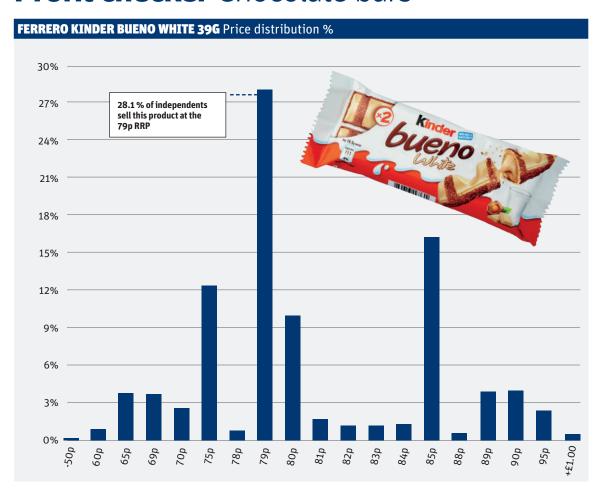
#### **FIND OUT MORE**

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

Next week: Retail Innovation

## **PRICEWATCH**

#### **Profit checker** Chocolate bars



#### **Analysis**

Chocolate bars are a convenience store staple and, as this week's analysis shows, it is a category in which retailers can make strong returns whether they stick to or exceed RRP. Tracking the price of Ferrero Kinder Bueno White 39g exemplifies this.

The most popular pricing strategy was to go with the 79p RRP, with 28.1% of retailers choosing this option, but the second-most

common price, chosen by 16.3% of those surveyed, was 85p, representing a significant increase on RRP.

Unaffiliated stores typically opted for mark-ups, while the symbol stores tended to favour RRP.

#### **Price checker**

#### **PRODUCT**

Snickers Duo

83.4g

Cadbury Twirl

43g

Maltesers Chocolate Buttons

32g

Ferrero Kinder Bueno Milk & Hazelnut Bar

Mars Duo

85g

Twix Xtra 75g

**Cadbury Wispa** 36g

Ferrero Kinder Bueno White

Milky Way Magic Stars 33g

Cadbury Starbar

49g

Snickers

48g

**Mars** 51g

#### How we drive our profit

#### Perry Pirapakran

STORE S & M Supermarket LOCATION London SIZE 1,500sq ft TYPE parade

#### **TOP TIP**

If a particular chocolate product is popular, any limited-edition variants of it usually are, too



Chocolate is a huge category for me - it's one of the biggest sellers in the store. The entire Kinder range is very popular with kids - I stock a number of variants at the RRP. In fact, I sell all products in this category at RRP. If I can, I make sure as many of the chocolate products I order as possible are pricemarked, too. While traditional Snickers and Mars bars are always steady sellers, I am seeing a shift towards bigger pouches and kingsize bars - any £1 chocolate share bags or pouches, or multipacks, will sell well.

#### Muntazir Dipoti

STORE Todmorden News Centre LOCATION West Yorkshire SIZE 750sq ft TYPE village

#### **TOP TIP**

Use promotions to help boost sales and grab customer attention in the slow-moving summer months



We don't stick to RRP - our strategy is to have a 30% profit margin and adjust our prices and offers seasonally. In summer, chocolate sales dip with the heat, so we order Cadbury pricemarked 55p bars and Nestlé two-for-£1 deals. When we stock offers such as these, we see customers picking them up just because they like a deal. We focus on offering a wide range - we've got 4m of chocolate display space, so we can stock a lot of different brands. We've added more sharing bags, and the new Maltesers Buttons have been a big hit.

Alex Yau

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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 POST OFFICE IN MODERN LIVER-POOL SUBURB	RETAILER  2 HIGH STREET POST OFFICE IN SCOTTISH COASTAL TOWN	RETAILER  3 NEIGHBOURHOOD SHOP IN SUBURBAN BRISTOL	RETAILER  MEIGHBOURHOOD STORE IN RESIDENTIAL COUNTY DURHAM	RETAILER  5  NEWSAGENT ON HIGH STREET OF HAMPSHIRE MARKET TOWN	RETAILER  6  NEWSAGENT IN RESIDENTIAL PART OF SUFFOLK COASTAL TOWN
90p	79p	79p	95p	79p	89p	90p	79p
55p	70p	55p	-	55p	55p	55p	90p
70p	70p	-	75p	70p	75p	70p	55p
80p	79p	75p	85p	-	79p	85p	90p
89p	79p	79p	95p	79p	89p	90p	90p
89p	79p	79p	95p	79p	89p	90p	79p
55p	70p	55p	55p	55p	55p	55p	55p
80p	79p	75p	85p	-	79p	85p	70p
68p	65p	60p	70p	65p	-	69p	65p
55p	70p	55p	-	55p	55p	55p	55p
68p	60p	60p	75p	-	66р	64р	70p
68p	60p	-	75p	60p	62p	68p	80p

<sup>\*</sup> from a sample of 3,500 stores

#### **MY LOCAL HERO**

Retailers reveal the most profitable produce on their doorsteps

#### Siva Thievanayagan Nisa Local, Peterborough

**Davies Butchers** Meats



#### Where did you discover it?

Another retailer in my area came to see me in my store and he recommended the butcher. He said he offered his products on sale-or-return, meaning there was no risk for me in giving it a go, so I decided I'd try them out. I contacted the butcher, and now they're selling really well.

#### Who buys them?

Lots of my customers buy them. I tried the product out in one store first, and now have them in four stores. Some stores work better than others – maybe if customers are a little more affluent – but they do well everywhere. They've sold well through the summer barbecue season, with customers wanting to try something a little special over the coals.

#### Why are they so successful?

It's good quality and people like the fact it comes from a local farmer. Davies is one of three different local butchers I use in my stores, and their products are always popular. I think meat is something people are willing to pay a little more for, especially if it's sourced locally. It makes it seem fresher and better quality.

#### **Nick Fraser**

**STORE** Budgens Lower Earley **LOCATION** Reading **SIZE** 3.000sa ft TYPE forecourt

#### TOP TIP

Make different sizes of your bestselling brands available to meet differing shopper demand



**We have six** stores and follow Booker's RRP as our pricing guide across all of our chocolate products. We do run multibuy promotions on chocolate, however, if they're available, and our shoppers like pricemarked products, too. Our bestsellers tend to be the longstanding favourites such as Bounty, Mars and Twix, alongside anything that's on a promotion. I've noticed that sales of multipacks – products like three or four-packs of chocolate bars or bags of mini-sized versions of standard chocolate bars - are increasing, too.

#### Kamal Thaker

**STORE** Stop Shop News **LOCATION** Edgware SIZE 800sa ft TYPE parade

#### TOP TIP

Be flexible with your profit margin strategy if a good deal or promotion is available



I like to stick to a 35% profit margin. However, I stock and promote pricemarked products, even if the margins are lower, because it's an incentive to encourage customers to buy the product and pick up a non-pricemarked chocolate bar at the same time. Multibuy packs are growing in popularity, but we're a small independent newsagent where the basket spend tends to be quite small, so standard size products sell the best. Shoppers are loyal to particular brands; fads come and go, but KitKats and Dairy Milk remain our bestsellers.

## REGIONAL NEWS

**NFRN** 

## 'Scheme didn't pay rebate'

The Republic of Ireland's district president, Martin Mulligan, has advised retailers to check they have received their payments, following the end of a rebate scheme from Independent News & Media.

The scheme was set up when retailers complained of reduced margins after the publisher changed its contract. However, Mr Mulligan is yet to receive his money, despite receiving a confirmation letter.

"I got my rebate letter but when I checked my bank account, the money wasn't there," he said. "I want members to be aware of this and check the whole chain to ensure they get their payment. They used not having my bank account details as their excuse."

#### Call for new offers at show

Retailers have called for more trade offers at the NFRN's North West NewstrAid curry night and trade show, scheduled to take place in Bolton next month.

The request comes after a retailer reported wanting to purchase £4,000 of cigarettes at the joint NFRN and Menzies Distribution Wakefield depot open day in July, but was unable to because bulk purchases were not an option.

"This is something we are looking into," said meetings coordinator Chris Appleton. "We are expecting between 25 to 30 trade companies to attend, with Camelot, Imperial, Mondelez and Boost already confirmed."



**North West** Anger at poor service 'Why should I pay them when they don't credit me back?'

## Retailer threatens to stop her Menzies payments

by Megan Humphrey

megan.humphrey@newtrade.co.uk

A retailer in the North West has threatened to stop direct debit payments to Menzies, following failed restitution claims at its Preston depot.

Emma Payne, owner of Emma's News in Burnley, reported a loss of nearly £300 after receiving damaged papers.

"Three weeks ago, my driver left the lid off my box of papers and they ended up getting wet," she said. "It took them until 11.25am to get some new ones out to me, and cost me £291 in one day's sales."

Ms Payne said she has failed to receive restitution since then, despite sending a letter and making repeated phone calls.

"I have rung them four times," she said. "If I don't hear back from them this week, I won't be paying my direct debit. Why should I pay them £47 a week for a service, when they don't credit me back for something that's their fault?" Ms Payne said this was not the first time retailers had experienced issues with the depot. Last year, Menzies stopped using their own drivers and several problems with late deliveries ensued, she said.

"I told them they need to understand how much small businesses do for them. I know in the next five years newspapers may well be gone, but this doesn't make their behaviour acceptable."

Ms Payne also criticised non-newspaper

products that are added to the wholesaler's delivery service, such as bottled water.

"They can't deliver what they are meant to, so they can certainly stop sending me water," she said.

In response, district president Muntazir Dipoti said he would contact Ms Payne and her Menzies depot manager to try to rectify the problem.

A spokesperson for Menzies told RN the matter had been resolved directly with Ms Payne.

#### **Eastern Counties** No response to complaints

Retailers in the Eastern Counties region are struggling to contact Menzies Distribution when experiencing delivery issues.

NFRN district president Josie Dixon, who owns Dixon's Newsagents in Suffolk, said she was considering making restitution claims following repeated late deliveries at the end of last month. However, despite delivery times improving since then, she has been unable to contact anyone from the wholesaler to discuss the situation.

"My issues have got better, but they're still nowhere near perfect," she said. "I've still not heard back from anyone regarding my complaints. All my stock comes from Maidstone and I don't know anything about the staff down there, so I don't know who to call."

Ms Dixon said she felt Menzies did not seem to care that its papers are not being delivered on time.

"They can do what they like as there's nobody else to go to," she added. "They give a good deal to publishers, but they don't seem bothered that their papers aren't getting out. This makes no sense to me."



NFRN/NewstrAid curry night & trade show Date 11 Sep, 6pm-10pm Location 3D Centre, Bolton

NFRN/Menzies open day Date 20 Sep, 9.30am-2pm Location Menzies Linwood

Contact Megan Humphrey with your trade news on O2O 7689 3357, megan.humphrey@newtrade.co.uk or @MeganH\_RN

## DUR VIEW

#### **■ World Cup** sticker joy, **Smiths News** despair

Many thanks for printing my complaint about the World Cup stickers.

I got a response and stock the next day, and was told they could not understand why we had been told none were available, as supposedly they had loads in stock.

On the plus side, they have already sorted out me an order for the Match Attax cards released later this year. On the downside, I have been experiencing some trouble with Smiths News. Last week, on my invoice from Smith News, they charged me £26 plus VAT for tote boxes. However, when I queried it, they said they would refund me the charge.

I am baffled how they can put a small piece of paper in our box saying 'please return the tote' and then automatically charge us without any official warning. Plus, why would they decide to charge us without telling us in the first place with no official letter



or message? Are they allowed to do this?

> **Ashley Kempson** KP Stationers, Wallingford, Oxfordshire

#### **A Smiths News** spokesperson said:

"We have spoken to Mr Kempson this morning to understand more about his query. As a long-serving customer, he is aware of the process, but unfortunately his correspondence was missed in this case. We have refunded the charge to Mr Kempson immediately and are now looking at how we can improve this process and the content of the letter to ensure this doesn't happen again."

#### Smiths News service leaves a lot to be desired

Three weeks ago, with no notification from

Smiths News, my delivery round was changed so that my deliveries now arrive at least one hour late. I have called and emailed Smiths News over 20 times, and have been given numerous reference numbers, but no replies.

This is totally unacceptable. I am losing all my early trade and all my deliveries are running late as a consequence of the change in times. I have run this business for 40 years and can say that this is the worst service I have been ever treated to.

#### **Gurmail Dhesi**

Huttons Newsagents, Welwyn Garden City, Hertfordshire

#### **A Smiths News** spokesperson said:

"We have made contact with the store manager today and will follow up tomorrow to discuss how we can work with Mr Dhesi to ensure we are better meeting his requirements."

#### **VIEW FROM** THE COUNTER





It has been another long, hot week, but today I am relaxing at Durham County Cricket Club watching a Twenty20 match between Durham and Lancashire.

Now in its second year, the event, organised by the NFRN Northern District Social Committee, has proved a very popular addition to the calendar and is a complete sell-out. We are also in the process of establishing a commercial partnership with the club whereby newsagents can become agents for the club's lottery, Howzat?, on a commission basis. I have expressed an interest because it is another revenue stream and hopefully it will attract more customers in-store.

Last week, there was a post on social media that read 'Stokesley has run out of money'. This is unsurprising with the closure of three major banks in the town over the last year. Only Santander is left. We have noticed a massive increase in contactless and cashback. Customers shrug as they use their cards and say with resignation, 'No banks!'

My youngest daughter, Emma, has just finished her three-week National Citizen Service course and loved every minute of it. The first two weeks were residential, and involved getting active in the Peak District, followed by the University of Leeds, learning new skills and living independently. The final week, they delivered a community-based project that involved gardening and painting at a local centre for learning difficulties.

Graduation takes place on 5 September at Northallerton Town Hall, when we can go along as a family and celebrate her achievements.

#### YOUR SAY How do you feel about DHL removing **Amazon parcels in its takeover of Pass My Parcel?**



#### **Philip Herring**

Londis Shiphay Post Office, Torquay It is good news for us because it means the store can potentially attract more footfall. Customers who order from Amazon will have our store as an option for picking up their online deliveries and we already have the facilities to support this as we're also a post office. They might then be tempted to purchase other items in the store because of the convenience of being in the building.

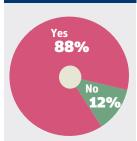
#### **Adam Hogwood**

Budgens of Broadstairs, Kent I don't know whether this is a direct consequence of DHL's decision of removing Amazon parcels, but now myHermes is getting Amazon returns. This came into effect a few weeks ago, and will definitely be a good thing for us. It's always nice to get some additional footfall and we'll be posting that we now have this service on social media. Even if the footfall increase isn't dramatic, it's an added bonus for us either way.

#### **Les Wood**

L&J News, Urmston, **Greater Manchester** I'm disappointed at the way it's been handled. There was no communication before they notified Amazon customers that we wouldn't be able to receive the packages anymore, so it almost sounds like we're bailing on our customers. You lose money because you're not receiving parcels and are only sending a few back, and people that used to discover us through Amazon delivery will not be able to anymore.

#### RN READER POLL



**Would a potential** tax on vaping impact negatively on your sales?

#### **NEXT WEEK'S QUESTION**

Would you like to see more government support for vaping?



## MAGAZINES

When the ABC released the circulations of consumer magazines last week, it was clear which sectors, subjects and titles continue to shine brightly. RN's **Marcello Perricone** analyses the movers and shakers in the latest set of results

# The winners and losers of the latest ABCs





Hello! has harnessed the popularity of the royals



#### KIDS LAUNCHES

The children's sector is famously volatile, with titles rising high, then falling every year. While there were, unusually, no 2018 launches in this year's table, some of the strongest results on the children's table came from titles launched in the past two years.

Egmont's 2016 release, Paw Patrol, for example, achieved a 6.8% uplift in copy sales, generating £3.5m in revenue through 48,087 copies sold. Meanwhile, Immediate Media's 2017 titles Lego Special Series and Pokémon Magazine continue to do well, with circulation increases of 4.3% and 13%, respectively.

Tom Bureau, chief executive officer of Immediate Media, says this performance shows how important print continues to be in this digital age. "Our youth & children portfolio continues to perform strongly, demonstrating the enduring power of print," he says.

#### **PRE-SCHOOL**

The children's market once again leads the ABCs, with pre-school titles reporting the best copy sales growth in 2018. Out of the top 10 best performers on this list, nine are pre-school magazines.

Immediate Media's titles demonstrated the biggest growth in the pre-school segment, with Hey Duggee sales up by 15.4%, followed closely by Toybox's 13.6% increase in circulation. While Toybox revenue grew to £1.3m, Hey Duggee's stayed the same, at £0.4m.

Elsewhere, Redan's long-term favourite Peppa Pig Bag-o-fun retains the top spot with an increased £4.8m in revenue, seeing an 11.1% uplift in circulation year on year, equivalent to more than 8,000 new copies. Meanwhile, sister magazines Fun To Learn Peppa Pig and Fun To Learn Favourites enjoyed a similar uplift of 5.2% and 4.3% in circulation respectively, bringing their circulation totals to 60,246 and 32,424.





## WOMEN'S MONTHLY

While most women's monthly titles experienced ongoing decline, three titles bucked the trend to post decent growth in the first half of 2018. Hello! Fashion Monthly's circulation increased by 10.1%, thanks to the Royal Wedding, bringing its copy sales up to 69,335. Take a Break, meanwhile, generated £4m in revenue through a 9% sales uplift.

TI Media's Marie Claire and Hearst's Cosmopolitan suffered massive drops in circulation, however, losing 41.5% and 32.4% of their respective copy sales. But Hearst fared better with Red, which saw a 8.8% increase in circulation, with an average 81,862 copies sold per issue responsible for £.4.4m in revenue.

James Wildman, chief executive officer of Hearst UK, says Red's performance in the struggling market is a sign of the brand's resilience.

"Our print brands have an enduring ability to reach and engage their loyal readers in a truly unique way, and we continue to invest in and evolve our premium print products. I'm encouraged to see that we once again have market leaders in the competitive, monthly sector," he says.



#### **WOMEN'S WEEKLY**

The often-nosediving woman's weekly sector put in a more positive performance this year, with five titles achieving increased revenue. For three – Closer, OK! and Heat – this came despite declining copy sales, with price increases bolstering revenue.

Meanwhile, Hello! had a strong performance thanks to the Royal Wedding, earning £19.2m in revenue and a 6.8% increase in circulation, while Bella and Love It! both had increases, of 2.9% and 1.9%, respectively, generating £8.6m and £3m in revenue through 164,942 and 82,624 copies sold, respectively.

According to Hello!'s editor-in-chief, Rosie Nixon, the brand's performance was due to the 2018's abundance of royal events. "Hello! has harnessed the popularity of the royals by bringing unrivalled content, week in, week out, across all of our platforms," she says.

#### **HOME INTEREST**

Sales of home interest titles have been strangely polarised this year, with all but two titles experiencing significant decline. Twelve out of 24 titles suffered circulation falls of more than 11%, including Ideal Home, House & Garden and the BBC Cooking Series.

On the positive end of the spectrum, BBC Gardeners' World posted a 7.8% increase in circulation, bringing its revenue to £4.8m - a performance helped by the fact its May issue was the best-selling monthly title from the past three years across all categories, selling 182,000 copies and generating £1.04m in retail sales value in a single month.

The only other positive growth came from 23-year-old Garden Answers, where an 18.4% uplift brought its circulation to 16,544 and its revenue close to £1m.





#### TV LISTINGS

While copy sales of TV listings continued to fall, these magazines remained bullish in terms of the sales value they offer to retailers.

Three titles – TV Choice, What's on TV and Total TV Guide – posted higher RSVs than this time 12 months ago, up to £34.6m, £26.9m and £6.3m, respectively, although all remain far outranked by Radio Times, with its £42.2m figure.

It is too soon after the closure of Soaplife for these figures to show any positive effect for Inside Soap, but as the only remaining soap title on the chart, retailers should expect to see a similar rise in sales value when the next results are released in six months.

## MAGAZINES

When was the last time you reviewed your magazine range? RN's analysis of the latest ABC figures gives you an easy-to-use checklist of the bestsellers to help you get your range right

## Refresh your newsstand

**MISCELLANEOUS** 

The People's Friend

National Geographic

Private Eye

The Economist

Weekly News

The Spectator

Monocle

The Week

Vewsstand
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	<i>S</i> : <i>E</i>	9 5	西哥斯	Į,
CHILDREN & TEEN				
Peppa Pig Bag-o-Fun	80,809	11.1%	£4.8	
Lego Ninjago	69,371	-17.1%	£3.2	
Fun to Learn – Peppa Pig	60,246	5.2%	£4.3	
Lego Special Series	017 unch 60,190	4.3%	£2.3	
Disney Frozen	59,017	-13.3%	£4.2	
CBeebies Special	51,035	12.2%	£2.4	
CBeebies Magazine	50,440	-5.8%	£3.9	
Lego Star Wars	49,016	-16.9%	£2.3	
Top of the Pops	48,281	7.6%	£2.3	
Paw Patrol	48,087	6.8%	£3.5	
Pokémon Magazine	017 unch 46,154	13.0%	£1.9	
CBeebies Art	46,008	-12.6%	£1.7	
Lego Nexo Knights	45,256	-28.4%	£2.1	
Fun to Learn – Friends	45,126	-3.0%	£4.7	
Disney Princess	44,943	27.5%	£2.9	
Girl Talk	42,337	5.2%	£3.3	
Andy's Amazing Adventures	40,430	-4.0%	£1.7	
PJ Masks	017 unch 40,020	-	£1.7	
Go Girl	39,380	25.7%	£2.8	
Thomas & Friends	35,018	0.1%	£2.2	
Toxic	34,972	-12.7%	£2.8	
Sparkle World	34,836	-10.6%	£2.5	
Fun to Learn – Favourites	32,424	4.3%	£1.6	
Mega	31,539	-17.2%	£1.3	
Lego Friends	31,164	-29.2%	£1.4	
Girl Talk Art	28,326	0.6%	£1.3	
Toybox	28,113	13.6%	£1.3	
Go Jetters	28,015	-7.5%	£1.0	
Octonauts	25,222	-6.2%	£0.9	
Swashbuckle	24,891	-22.0%	£1.0	
Mr Tumble Something Special	24,720	3.7%	£1.0	
Hey Duggee	16,601	15.4%	£0.4	
The Beano	16,208	-	£2.3	
Doctor Who Magazine	8.611	-16.3%	£0.7	



	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
HEALTH, FITNESS & PARENTING				
Slimming World Magazine	536,570	-4.6%	£6.4*	
Prima	98,365	-9.6%	£4.1	
WeightWatchers Magazine	79,422	-2.2%	£2.1*	
Women's Health	60,900	-9.4%	£2.6	
HOME INTEREST				
Ideal Home	89,716	-16.7%	£3.6*	
Your Home	87,536	-7.1%	£2.1	
BBC Gardeners' World	80,853	7.8%	£4.8	
Country Living	56,861	-8.8%	£3.0	
Style at Home	54,952	-15.9%	£1.3	
BBC Good Food	49,706	-9.2%	£3.1	
HomeStyle	42,849	-4.1%	£1.0	
Homes & Gardens	40,095	-14.3%	£1.8*	
House Beautiful	39,092	-19.1%	£2.1	
25 Beautiful Homes	37,538	-21.7%	£2.0	
Living etc	35,510	-18.2%	£1.6*	
Country Homes & Interiors	32,820	-15.2%	£1.7	
House & Garden	24,011	-16.8%	£1.3	
Delicious	23,523	-7.4%	£1.3	
Elle Decoration	23,479	-7.0%	£1.1	
Garden News	22,875	-3.5%	£2.4	
BBC Home Cooking Series	21,665	-11.1%	£0.3	
Garden Answers	16,544	18.4%	£0.9	
BBC Easy Cook	14,683	-5.3%	£0.5	
Good Homes	14,332	-14.1%	£0.7	
World of Interiors	8,032	-13.0%	£0.5	
Olive	7,541	-15.1%	£0.4	
Homes & Interiors Scotland	5,048	-	£0.1	
Grand Designs	4,587	-33.8%	£0.3	
MEN'S LIFESTYLE				
Men's Health	42,954	-20.9%	£1.8	
GQ	30,761	-19.0%	£1.0*	

-10.0%

-15.6%

-16.3%

-17.3%

-17.2%

-3.1%

-13.6%

-7.4%

£4.3

£1.2

£3.9

£0.8

123,743

82,315

16,280

12,564

12,168

9,228

7,212

6,850

#### If you have...



#### ...a core range of bestsellers

Benchmark your range against the titles in the lighter blue. These are the top 100 sellers on the newsstand.



#### ...a more extensive range

Check you have the titles in blue in addition to the top 100.

#### **KEY**

Top 100 titles

Newsstand circulations of 5,000 copies or over

adjusted to reflect significant use of multipacking/price promotions

**Source** ABC January 2018-June 2018 circulation figures.

	Newsstand single copy	Change year on year	Estimated annual RSV (£m)	In stock?
The Oldie	6,183	0.1%	£0.4	
Times Literary Supplement	3,550	-	£0.6	
SPORT & LEISURE				
The Sunday Times Travel Magazine	11,712	-19.0%	£0.6	
Condé Nast Traveller	11,429	-4.8%	£0.5	
Dractical Dhotography	0.060	10 10/	CO 6	

11,712	-19.0%	£0.6	
11,429	-4.8%	£0.5	
8,862	-10.1%	£0.6	
7,344	-2.9%	£0.4	
	11,429 8,862	11,429 -4.8% 8,862 -10.1%	11,429 -4.8% £0.5 8,862 -10.1% £0.6

TV LISTINGS				
TV Choice	1,167,012	-2.8%	£34.6	
What's on TV	828,649	-6.1%	£26.9	
Radio Times	301,591	-11.3%	£42.2	
TV Times	139,272	-12.8%	£12.5	
Inside Soap	85,021	-8.3%	£7.9	
Total TV Guide	83,888	-2.9%	£6.3	
TV & Satellite Week	69,346	-17.2%	£7.8	

WOMEN'S MONTHLIES				
Cosmopolitan	184,566	-32.4%	£3.2*	
Take a Break Series	175,276	9.0%	£4.0	
Yours	164,359	-4.7%	£6.6	
Woman & Home	154,239	-4.2%	£8.3	
Good Housekeeping	147,480	-8.7%	£7.2*	
Red	81,862	8.8%	£4.4	
Vogue	71,649	-9.2%	£2.9*	
Hello! Fashion Monthly	69,335	10.1%	£0.7*	
Elle	50,924	-18.2%	£1.5	
Marie Claire	47,914	-41.5%	£2.4	
Harper's Bazaar	19,583	-4.5%	£1.1	
Tatler	17,149	-13.5%	£1.0	
Vanity Fair	13,040	-20.3%	£0.8	

WOMEN'S WEEKLIES				
Take a Break	466,194	-8.3%	£23.3	
Woman's Weekly	202,199	-11.7%	£11.6	
Chat	194,396	-10.1%	£9.7	
That's Life	189,916	-6.2%	£7.7	
Hello!	167,904	6.8%	£19.2	
Bella	164,942	2.9%	£8.6	
Closer	162,338	-10.8%	£14.5*	
New!	155,044	-13.2%	£8.9*	
OK!	140,315	-2.4%	£11.2*	
Woman	136,192	-24.1%	£8.1	
Woman's Own	124,511	-24.8%	£7.4	
Best	111,965	-11.5%	£6.4	

	News single	Chang on yea	Estin annua (Em)	In sto
Real People	110,522	-8.5%	£3.9	
Pick Me Up	102,489	-12.7%	£3.7	
Heat	98,803	-0.3%	£7.6*	
Star	91,862	-12.8%	£4.2	
Love It!	82,624	1.9%	£3.0	
Reveal	77,805	-19.6%	£3.3*	
My Weekly	75,730	-8.0%	£4.7	
Grazia	62,337	-14.8%	£6.3*	
Now	47,178	-43.3%	£4.4	



## HOT DRINKS



Whether reviewing your hot drinks range for shoppers buying to drink at home or straight away, you need to cater for the latest trends. **Olivia Gagan** finds out what to focus on to warm up sales

here can't be many Britons who don't reach for a cup of tea or coffee at some point during the day - which suggests hot drinks products should be an easy sell for retailers. However, this is a competitive category which is evolving all the time. At home, decaf, fruit and herbal products are competing with traditional black tea and coffee as health-focused drinks grow in popularity. In-store, providing hot drinks-to-go has become a vital consideration, too, as customers increasingly choose to buy takeaway drinks to enjoy on the move. With these trends in mind, how should you manage this category?

#### Hot drinks-to-go

Serving hot drinks in a newsagents or a convenience store wasn't commonplace until relatively recently – but then neither was the presence of international coffee chains in almost every town and city.

Kamal Thaker, of Stop Shop News in Edgware, London, runs a busy 800sq ft store. He bought a Nescafé & Go machine to meet growing customer demand for a hot drinks-to-go offering. "I went for this machine because it wasn't very expensive to buy and set up – about £150. It has proved to be good value. The machine paid for itself very quickly, and it is now an extra business stream for us," he says. Prices are modest to differentiate the store from local chain and independent coffee shops, ranging from £1.20 to £1.50 for Nescafé-branded coffees and teas.

Scott Graham, of McLeish in Inverurie, also sells hot drinksto-go in a town full of small tea rooms and coffee shops. He chose a Tchibo machine and, like Kamal Thaker, opts to keep prices low to beat the competition, pricing below Tchibo's RRP of £2.10. Even though his customers love a bargain, he has noticed their demands are becoming more sophisticated and says sales can be boosted by offering flavour add-ons and seasonal products. "Hot chocolate is a big seller in winter, and people are now looking to get better value through adding syrups," he says.

Marshall Kingston, senior manager for out-of-home at Tetley,





The machine paid for itself very quickly, and it is now an extra business stream for us

says choosing a branded hot drinks machine works well, because busy customers will look for brands they recognise and trust. For decaffeinated products, where good flavour is crucial, this is even truer. "Known brands and assurance of taste are important across the board, but are the number one priority when considering a decaf drink," he says.

Once you have chosen your machine, positioning it correctly is key to driving sales. Food to go provider Aryzta Food Solutions supplies Seattle's Best Coffee machines. Paul Whitely, head of UK marketing, recommends placing impulse food products next to hot drinks machines and changing them through the day. "Shoppers can pick up pastries in the morning then doughnuts or cookies in the afternoon while they wait for their coffee to pour," he says.

#### On the shelf

Meeting a range of shopper needs is essential for making the most of your on-shelf hot drinks offering. Tetley's Marshall Kingston recommends stocking a mix of caffein-



ated, decaf, herbal and fruit drinks that cater for morning, afternoon and evening. "As the day goes on, the taste and requirements from hot beverages changes. Decaffeinated drinks become more important later in the day, and consumption of fruit and herbal teas in-

creases in the evening," he says.

Sales of healthfocused teas are on the rise, and stocking these can help draw in new shoppers.

"Tea is a really exciting category right now. When we talk to PG Tips drinkers, we see the way they want to enjoy their

tea is evolving," says Noel Clarke, vice president for refreshments at Unilever UK and Ireland. Unilever has responded to changing tastes by launching PG Tips The Tasty Decaf and PG Tips Perfect with Dairy-Free - the former to cater for demands for better-flavoured decaf products, and the latter designed to blend with non-dairy products such as soy and almond milks.

Trends aside, understanding your customer base and meeting their needs is perhaps the biggest key to success. Robert Kirkwood stocks a compact range of pricemarked coffee and tea products in his Fife store alongside an Espresso Essential

> bean-to-cup machine, which serves hot drinks for a £1. "My shop is near a housing estate, so products and prices are very much dictated by budget. I try not to chop and change the core range on my shelves. My customers expect to see pricemarked Nescafé Original and Kenco instant coffee," he says.

That said, as the colder months approach, he will bring in a few local products such as specialist teas for Christmas. Tetley's Kingston agrees that offering a premium or local tea alongside standard brands can draw shoppers in. "Everyday black teas are still a top choice, but at breakfast, a more premium offering such as a breakfast tea is a good bet, too," he says.

#### WHAT TO STOCK: TOP SUPPLIER TIPS

#### Marshall **Kingston**

Senior brand manager, OOH, Tetley



Hartnell Marketing manager Lvons Coffee

TOP TIP Frugal shoppers

are more frequently

opting to drink fresh

drinks at home without

the price tag associated

with out-of-home coffee.

That said, coffee drinkers

don't want to compromise

on quality, so consumers

are now looking for quality

**Nicole** 



TOP TIP With on-the-go, think variety. Offering different teas, coffees and decaf options to cater for different tastes and age groups will encourage sales throughout the day. A positive experience of something new that a customer does not normally drink at home could have a positive knock-on effect for pack sales in store too.

#### **MY MUST-STOCK Tetley**

On-the-Go Cups

These branded cups have double walls for better heat insulation. They integrate with sip-lids and drip-free drawstring tea bags for a low-mess cup.



#### **Greg** Harvey Channel controller,

Taylors of Harrogate



TOP TIP We've noticed coffee drinkers are no longer satisfied with poor-quality instant coffee, but still want fuss-free options. Also, fruit and herbal teas have gained a lot of attention recently as consumers are looking for caffeine-free options and widening their repetoires.

#### MY MUST-STOCK Taylors of

Harrogate Coffee Bags The bags work just like teabags and are filled with fresh roast and ground coffee in an easy-to-use 'brewing bag'.



#### coffee both in and out of the home.

**MY MUST-STOCK Lyons** 

**Coffee Bags** These bags are filled with 100% freshly ground coffee, sealed into individually wrapped foil bags. They are designed to be brewed in a cup with boiling water.



#### Noel Clarke

VP for refreshments, Unilever UK & Ireland



#### **MY MUST-STOCK PG Tips**

increase sales in store.

Perfect with Dairy-Free This offers a blend of tea which complements dairy-free alternatives for those with specialist diets.

matches their lifestyle to help



## INDUSTRY PROFILE

# Taylors of Harrogate

With decaf, fruit and herbal teas just three of the products making waves in the hot drinks market, independent retailers need to rethink their displays to keep ranges up to date. Taylors of Harrogate's channel controller, Greg Harvey, guides you through the latest market trends

#### RN What are the biggest hot drinks trends that independent retailers can make the most profit from?

**GH** Firstly, retailers are telling us there is demand for premium products that are affordable and easy to use. That's why stocking premium black teas and a good-quality coffee, including a roast and ground option such as our Rich Italian, is a key trend to consider.

Secondly, we've seen customers more engaged with the health benefits related to hot drinks, especially younger shoppers. Decaf and naturally caffeine-free options have increased in popularity, with decaf sales up 8.6% this year and Yorkshire Tea Decaf sales up by 24.8%.

Finally, choice is crucial - consumers' repertoires evolve constantly as new flavours emerge all the time. Having a diverse mix of hot drinks is vital for catering for a wide demographic and maximising sales.

#### RN How has the herbal tea sector developed this year?

**GH** The fruit and herbal tea category has gained a lot of attention recently because consumers are looking for caffeine-free options or widening their drinks repertoire.

The market is still small compared with standard black tea, but it's growing at 4.8%. There are also plenty of new flavours and innovations in the market, such as cold infusions.

#### **RN What ranging and merchandising** advice would you give to ensure retailers' displays attract sales?

**GH** We'd recommend retailers to increase displays, secondary locations and promotions to influence shoppers, and provide a range of products to appeal to all shoppers.

It's also a good idea to place hot drinks near complementary or other impulsive categories, such as biscuits and confectionery, to maximise impulse sales. It's crucial that retailers pay close attention to listings - stocking our Yorkshire Tea 40s and 80s pricemarked packs offers value to shoppers, for example.

#### RN What new products have you launched this year, or do you plan to launch?

**GH** In March, we added Yorkshire Tea Biscuit Brew to our range of speciality brews. We've also been concentrating on Taylors of Harrogate Coffee Bags because we noticed coffee drinkers are no longer satisfied with instant coffee, but still want fuss-free options.

#### **RN What are the biggest mistakes** retailers make with hot drinks?

**GH** Retailers are doing a brilliant job in tough conditions. The



**Retailers** are doing a brilliant job in tough conditions

market has changed a great deal in recent years, especially in terms of leading brands and products, so it's all too easy to have an offering that is no longer optimal.

We'd recommend retailers make the most of the latest category advice on our Brew View website in order to stay on the front foot.

#### **RN Last month, Whitbread** announced a decline in coffee sales, which it attributed to lower footfall. Could independent retailers benefit from this?

**GH** Whitbread announcing a decline in sales emphasises the competitive advantage that many independents have; most are located in high footfall areas meaning they are ideally placed to draw consumers in and maximise sales.

A lot of independents are also located out of city centres, in residential areas which are more convenient for some and have the advantage of attracting additional impulse sales. However, independents will have to ensure they have the right products in order to benefit.



### \*\* Company CV \*\*

**Company** Taylors of Harrogate **Channel controller** Greg Harvey

Profile Taylors of Harrogate is an independent family tea and coffee company from Harrogate in Yorkshire, offering a range of herbal and traditional products, including Yorkshire Tea. Latest news In March, the company added a new Yorkshire Tea Biscuit Brew variety to its range of speciality brews. It is claimed to taste like tea and biscuits, with "a smattering of malty sweetness".





**RN** • 24 August 2018 2**7** 

## THIS WEEK IN MAGAZINES



#### Launch of the week

### A WARGAME COLLECTION TO CONQUER YOUR SALES

Hachette says its new partwork, which focuses on the hugely popular Warhammer 40,000 tabletop wargame, will generate £630.20 per customer, so get it in for your customers

**A 31-YEAR-OLD TABLETOP** wargame produced by British company Games Workshop, Warhammer 40,000 is set in a dystopian sci-fi fantasy universe. The company made £158.1m revenue in 2017, so it's no surprise Hachette continues to revisit that franchise when launching partworks.

Warhammer 40,000: Conquest is a collection of figurines composed of 80 different miniatures and models from the sci-fi universe, and every issue includes a model alongside brushes or paints with helpful guides on how to use them. Hachette expects each complete collection to wield £630.20 in retailer revenue per customer, so make the most of this launch.





WARHAMMER 40,000: CONQUEST
On sale 29 August
Frequency weekly
Price £1.99 (1st issue),
£4.99 (2nd issue), £7.99
(subsequent issues)
Distributor Marketforce
Display with Warhammer
40k: Legends Coll'n,
2000 AD: The Ultimate
Coll'n, Assassin's Creed:
The Official Coll'n

#### My week in magazines



**Marcello Perricone** 

Magazines reporter marcello.perricone@newtrade.co.uk

#### DRIVE LONG-TERM REVENUE WITH NEW PARTWORKS

Partworks have experienced a revival over the past year, with several titles launching and many others doing well. This month alone, four different partworks are entering the market, including the ever-profitable car miniatures collections, a Deadpool comic book series and the niche Warhammer 40,000 universe.

According to publisher Hachette, the partworks market grew 7.7% between 2017 and 2018 – a welcome change of pace compared to the declining magazine market. Physical collections offer something internet content can't provide, giving retailers a somewhat reliable source of income if they manage to snag even a couple of loyal buyers.

It is important to not ignore partworks, largely because they offer the potential of long-term revenue. There are steps retailers can take to maximise sales, including offering to save future issues or order back issues and continuing to advertise partworks for two weeks after launch instead of returning unsold copies early. With a little bit of research and clever positioning of both old and new titles, newsagents can turn the dedicated fans of those niche collections into loyal repeat customers.

#### **Opportunity: partworks**

Make the most of launches and give them time to shine. Display new collections prominently to catch the eye of browsing customers, and let any buyers know if you offer a shop save or HND service to guarantee future sales.



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



Call 2 020 7689 3350

## **HIS WEEK**

- marcello.perricone@newtrade.co.uk
- o20 7689 3350
- @Marcello RN
- facebook.com/thisisRN



#### SUPERCARS

• The new collection by Panini features die-cast metal scale models of some of the world's greatest supercars, including Ferraris and Aston Martins.

● The first issue includes a 2013 LaFerrari, and the whole collection is expected to generate £646 in RSV per customer.

On sale 29 August **Frequency** fortnightly Price £2.99 (1st issue), £5.99 (2nd issue), £10.99 (subsequent issues) **Distributor** Marketforce **Display with** Warhammer 40,000 Conquest





#### PRACTICAL PHOTOGRAPH

A specialist photography magazine that includes photoshoot tutorials, camera reviews and advice about how to adjust cameras to get the best shots.

October's issue includes a free DVD with nearly two hours of official Adobe Photoshop CC tutorials and a one-month Adobe Creative Cloud Photography plan, worth £9.98.

On sale 30 August **Frequency** monthly **Price £5.49 Distributor** Frontline **Display with Amateur** Photographer, Outdoor Photography, Digital Camera





#### CLASSIC CARS

• A motoring magazine dedicated to old cars that has been providing reviews, restoration tips and bespoke features since 1973.

 The September edition is the best-selling issue of the year for Classic Cars, and includes a 27-page supplement about the 30 classic cars predicted to jump up in price in 2019.

On sale out now **Frequency** monthly **Price £4.80 Distributor** Frontline **Display with Classic &** Sports Car, The Automobile, **Classic Car Weekly** 





#### MAJESTY

• A collectable women's interest magazine focused on all royal families across Europe, including the UK's.

 It includes features, photographs and articles about the latest happenings regarding British and European royalties, from weddings and births to travels and visits.

On sale out now **Frequency** monthly Price £3.50 **Distributor** Intermedia Display with Royal Life, Royalty



#### Carpworld

#### CARPWORLD

 A fishing magazine dedicated to carp, Carpworld has gear reviews, fishing spots and tips about how to fish the freshwater fish species.

 Carpworld's September issue marks 30 years of existence, and comes with a special embossed cover on heavyweight matte paper and a number of themed competitions.



On sale out now **Frequency** monthly **Price £4.75 Distributor** Seymour **Display with Carp-Talk,** Total Carp, Carpology



#### **Bestsellers** Men's fitness/interests

Title	On sale date	In stock			
1 Men's Health	02/08				
<sup>2</sup> GQ	02/08				
3 Stuff	02/08				
4 Men's Fitness	22/08				
5 Men's Health Travel	02/08				
6 T3	03/08				
7 Wired UK	09/08				
8 Q & Empire Mag Value Pack	09/08				
9 GQ Compact	02/08				
10 Esquire	07/08				
11 Fortean Times	16/08				
12 Wallpaper	09/08				
13 Train	02/08				
14 Stuff Nano	02/08				
15 Outdoor Fitness	03/08				

Data from independent stores supplied by Smiths News

#### SYMBOL KEY









Price change

Launch Frequency

Bumper change issue











Special issue

Free Competition gift



#### **COMING UP IN NEXT WEEK'S RN**

#### How to take on the discounters and supermarkets with a winning own-label range

Plus, your questions about e-cigs and next-generation products answered, and benchmark your protein product prices with Pricewatch





### HIS IS UNICORN

This children's magazine is aimed at unicorn fans aged between seven and 10.

• The new issue features quizzes, stories and activities about unicorns and comes with a free paintyour-own unicorn set.



On sale out now Frequency monthly Price £4.99 **Distributor** Marketforce Display with Sparkle, Pink, Go Girl, Girl Talk





#### THE AUTOMOBILE

• The Automobile stands out from other classic car magazines by offering researched, in-depth articles about the cars featured, including photographs, technical drawings and artwork.

 This month's issue looks at the Ferrari 250 GT, as well as a Bugatti Type 53 4x4 and a 1932 MG 18/80 coupe.



On sale out now Frequency monthly Price £5.50 **Distributor** Intermedia Display with Classic Cars, Motorsport



#### AIRSOFT INTERNATIONAL

This hobbyist publication is aimed at fans of the shooting sport and includes gear reviews as well as reports and news about the latest happenings in airsoft.

This month's edition includes a free Union Jack patch.

On sale 30 August **Frequency** monthly Price £4.50 **Distributor** Frontline Display with T3. Stuff. Men's Fitness



On sale out now **Frequency** monthly Price £3.50 **Distributor** Marketforce

#### SPECIALIST CHOICE

JOE SWEENEY, NEWS CENTRE, DONAGHMEDE

#### **PUZZLER** COLLECTION

#### Who buys it?

It's usually bought by shoppers aged between 30 and 60 - but this summer, all kinds of people. Puzzle magazines in general have been selling really well for us this summer.

#### How do you display it?

I keep them on a floor display by the magazine section throughout the whole of summer.



#### **Expert advice** Elise

Senior product marketing manager, Hachette Partworks



n 29 August, Hachette Partworks will be launching a new partwork, Warhammer 40,000: Conquest. The partwork sector is buoyant, with some very strong collections generating a high level of consumer demand and RSV. With support from newsagents, Warhammer 40,000: Conquest will continue this trend.

The launch underlines the commitment of Hachette Partworks to supporting the newstrade, especially the independent sector, which is the one that benefits the most from our investment.

Readers of the new partwork will discover and learn about the fantastical and futuristic galaxy of Warhammer 40,000.

The heart of the hobby is collecting miniatures, which readers assemble and paint, then take to battle on the tabletop.

Every issue includes models, brushes or paints with helpful guides on how best to use them.

Fascinating articles take you through the history, battles and heroes of the 41st Millennium, making this magazine an indispensable guide to Warhammer 40,000.

#### **Our strategy**

#### Who buys your title?

Males aged 20 and older.

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

This collection should be given prime display space on the counter wherever possible for the first week to capture all sales opportunities generated by the TV advertising campaign.

#### How are you investing in independents?

Independents are destination stores for partworks, so TV and social media advertising will generate extra footfall in this sector. Part one will also contain a shop save order form encouraging firm customer orders. Retailers shouldn't return copies early, as they might miss out on £630 in extra revenue from customers buying all 80 parts.





HND

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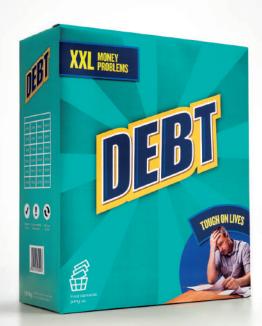
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