

# RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 10.08.2018



## Consolidation: what's next for these stores?

- Experts predict major fascia changes in proposed Landmark-Today's merger
- £9bn buying power would pile pressure on suppliers

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Shaping the future  
of independent retail  
since 1889



#### Editor

Chris Rolfe  
@ChrisRolfeRN  
020 7689 3362



#### Features editor

Tom Gockelen-Kozlowski  
@TomGK\_RN  
020 7689 3361



#### News editor

Megan Humphrey  
@MeganH\_RN  
020 7689 3357



#### Reporter

Alex Yau  
@AlexYau\_RN  
020 7689 3358



#### Reporter

Priyanka Jethwa  
@priyanka\_RN  
020 7689 3355



#### Reporter

Marcello Perricone  
@Marcello\_RN  
020 7689 3350



#### Head of design

Anne-Claire Pickard  
020 7689 3391



#### Production editor

Ryan Cooper  
020 7689 3354

**Editor in chief**  
Louise Banham  
020 7689 3353

**Sub editor**  
Jim Findlay  
020 7689 3373

**Production coordinator**  
Patrick Atkins  
020 7689 3368

**Head of sales**  
Matthew Oliver  
020 7689 3367

**Account director**  
George McCracken  
020 7689 3364

**Account director**  
Charlotte Jesson  
020 7689 3389

**Account manager**  
Jon Melson  
020 7689 3372

**Sales executive**  
Joe Waxman  
020 7689 3363

**Sales support executive**  
Michela Marino  
020 7689 3382

**Head of marketing**  
Jessica Salisbury-Fielder  
020 7689 3352

**Finance director**  
Parin Gohil  
020 7689 3375

**Finance executive**  
Abi Sylvane  
020 7689 3383

**Managing director**  
Nick Shanagher  
07966 530 001

If you do not receive your copy of RN please contact **Kate Daw**  
on 020 7689 3394 or email [kate.daw@newtrade.co.uk](mailto:kate.daw@newtrade.co.uk)

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Newtrade  
11 Angel Gate, City Road, London EC1V 2SD  
Tel 020 7689 0600  
email [letters@newtrade.co.uk](mailto:letters@newtrade.co.uk)

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CUSTOMERS

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WELCOME

Every wholesaler  
is looking hard at the  
long-term sustainability  
and profitability  
of its model

Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362

“Now, more than ever there is the need for strength in numbers, and a compelling argument for the two largest buying groups, Today’s and Landmark, to merge. This would create a substantial group with buying power in excess of £8bn per annum. The potential advantages could be huge.”

So wrote wholesale expert David Gilroy in December last year, and this week, the long-expected Landmark-Today’s merger was announced.

With the industry in consolidation mode, this final major merger is an obvious move. Every wholesaler is looking hard at the long-term sustainability and profitability of its model, and this deal will streamline Landmark-Today’s business and distribution, cut operating costs, unlock buying power and shore it up to compete with behemoths like Tesco-Booker and Amazon.

But the announcement raises several questions for retailers – what’s next for the wholesale market, what does Landmark-Today’s mean for member stores, and how will wholesalers of any size work to retain customers in this contracting arena?

The predictions made by experts include a handful of further mergers between smaller retail and catering wholesalers, a culling of Landmark-Today’s member stores and a potential merger of the Lifestyle Express and Today’s fascias. While independent wholesalers such as Dhamecha, Filshill and Abra Wholesale with strong regional followings and niche ranges are expected to continue trading well, buying groups such as Confex and Su-gro could be the next to announce changes.

According to David Gilroy, the key for wholesalers, however large or small, will be the strength of their relationships with independent retailers and suppliers. Those that communicate well and offer added-value services such as advice on business development, new products and services will win their loyalty. And in a tough, competitive market, every savvy company knows loyalty should be valued.

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Customers know  
my store as the  
place to come  
for a standout  
ice cream range  
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# BREAKING NEWS

## Interest rates rise a “bad decision”

The Bank of England's decision to raise interest rates on loans from 0.5% to 0.75% could lead to a fall in sales, retailers have warned.

Raj Aggarwal, of Spar Hackenthorpe in Sheffield, told RN: “It is a bad decision because customers will face higher costs personally and they may not spend as much in stores.”

Mike Nicholls, of Costcutter Dringhouses in York, added: “I feel the government is using this as a test bed, but customers might not want to spend more if the interest rate increases further.”

## Price of dairy rises due to heat

Retailers fear dairy prices could increase as a result of the hot weather affecting livestock across the country.

Farmers have had to rely on winter feed for their cattle as a lack of rainfall has prevented the growth of grass.

Chris Herring, of Londis Shipway Post Office in Torquay, said: “My milk supplier has increased its prices by 3p per litre. They have used winter feed in the past few weeks as an emergency measure and I am afraid they will use this as an excuse to keep prices up.”

Joe Williams, of Spar the Village Store in Hook Norton, added: “In a couple of months we could see price rises because of the lack of rain. My vegetable supplier has had to get stock from abroad as well.”

**NFRN president:** ‘Staff should not be encouraged to take matters into their own hands’

## Retailers criticise police for citizen's arrest advice

by **Priyanka Jethwa**

priyanka.jethwa@newtrade.co.uk

Retailers and trade organisations have criticised police advice that shopkeepers can carry out a citizen's arrest if they witness shop theft in-store.

Julian Taylor-Green, of Taylor-Green's Spar in Hampshire, said:

“The police shouldn't be encouraging citizen's arrests. However, current response rates are down because of budget cuts. If we had arrested someone, the police would have no choice but to come to us

and deal with the situation,” he said.

NFRN president Mike Mitchelson added: “Shopkeepers and their staff should not be encouraged to take matters into their own hands. Instead, we need to convince the police and crime commissioners to take shop theft more seriously and promote better response times to retailers who need help.”

A spokeswoman from Northamptonshire Police told RN: “Our advice to victims of crime is to call us first on 999, or on 101

if it is a non-emergency. We'd advise calling us first as opposed to making a citizen's arrest.”

Meanwhile, retailers also called for clarification on what constitutes as ‘reasonable force’ following the police advice.

Guidelines posted on police websites, including those of Essex and Northamptonshire, said retailers can ‘use reasonable force to make the suspect comply with [retailer's] instructions’, providing personal and staff safety is a first concern.

However, Ravi Raveen-

dran, of Colombo Food & Wine in Hounslow, said there are no clear instructions on how to detain thieves.

“If people steal and it's within our premises, they can just insist they were planning to pay. Until they leave, it's not technically a crime. Plus, there is no definition on what ‘reasonable force’ means,” he said.

In order to make a citizen's arrest work, he added, police needed to educate retailers on limitations to prevent themselves being charged for common assault.

## Health plans for retailers introduced

Insurance provider The Retail Mutual has introduced two health cover plans for independent retailers.

The Health Cash Plan offered by the company, which is owned by the NFRN, allows members to claim money back from dental treatments, eye tests and GP consultations.

Retailers can also receive cover for hospital stays.

The other plan, which is called Access Surgery, offers an alternative to private health insurance. Retailers on the plan can access treatments for various conditions and surgical procedures.

Rikul Patel, Mutual

manager at The Retail Mutual, said: “These private health plans are a great way to help retailers budget for their everyday health costs and give them extra protection in the event of the unexpected.”

The news follows the introduction of business, home and landlord

cover to independent retailers in the past year, and a partnership with mortgage broker London & Country to arrange residential mortgages.

At the NFRN's annual conference in June, The Retail Mutual reported a 25% rise in membership over the past two years.

### Manchester store's community record fair attended by more than 100

Ancoats General Store in Manchester hosted a community record fair last month, in collaboration with MCR Live and Rotation Records. More than 100 people visited the store to listen to performances and browse record selections. Head of coffee Niall Harley said: “Aside from wanting to have a successful day in the shop, the main purpose was to give local, talented people space to perform.” The store hopes to make the event a monthly occurrence.





## Customer spends £50,000 Kane note in Merthyr Tydfil

A £5 note engraved with a portrait of England striker Harry Kane worth £50,000 has been spent in a convenience store in South Wales. The note is one of six created by micro-engraver Graham Short, and was spent in a local store in Merthyr Tydfil. But Manpreet Kaur, owner of Bal Off Licence where the note entered circulation, did not notice the micro-engraving. "Someone will give you a note and then another customer comes in and needs change. That's why I missed it," he said.



## Roadwork blow for retailer

A retailer was forced to send a member of staff home after being unable to pay him, following a drop in footfall caused by emergency roadworks being carried out by Electricity North West.

Leah Brooks, of Stalybridge Post Office in Cheshire, said: "The works have made it hard for customers to access the store, which has made it difficult to pay staff because we aren't making money. We have demanded recompense for this issue, which has been denied, as it was deemed not to be disruptive to the business."

John Pietsch, transmission south manager at Electricity North West, said: "The enquiry has been raised and we are meeting the customer onsite on Thursday."

**Reviews possible for 1,460 stores** 'It's going to be the survival of the fittest'

# Landmark-Today's deal 'could lead to store cull'

by Alex Yau

alex.yau@newtrade.co.uk

The proposed merger between Today's Group and Landmark Wholesale could lead to the "culling" of retailers across the Lifestyle Express and Today's fascias, RN has been told.

The buying groups announced the proposed deal this week. The companies' 182 wholesale members, which include Dhamecha, Dee Bee Wholesale and Parfett's, will vote on it by 6 September. If approved, negotiations for the newly named Unitas Wholesale are expected to be completed by November.

Wholesale expert David Gilroy told RN the merger could result in reviews of the 1,460 stores across the

Today's and Lifestyle Express fascias. "If decisions like these aren't made, there's no point in merging," he said.

"You'll have more savings running the two fascias as one because suppliers will only need to negotiate terms with one business. The savings will be significant and the business will want to pass this onto its customers."

"The Today's symbol group is more attractive because it's been more active with trends such as food to go. We could see more Today's stores and the business will most likely examine which retailers fit its model. Some may become unaffiliated, while others may move to other wholesalers."

Craig O'Connor, managing director of Landmark member Abra Wholesale, said the merging of both fascias is a possibility. "There will be some culling and it's going to be the survival of the fittest," he said.

"They might keep one, or they could merge the two. It will be a case of which offers the best symbol package and support. They will look at how to be fit for purpose over the next 10 years, and what retailers really want."

Roger Dhillon, of Lifestyle Express Southwick Superstore in Sunderland, said: "I won't mind switching fascias as long as I get the same promotions."

Meanwhile, existing supplier agreements will remain until the end of

the year, with new trading terms to commence after. Clive Black, head of research at Shore Capital, said suppliers will face more pressure as a result of Unitas' combined £9.2bn buying power. "Suppliers will look at this like it's another hole in the head following Tesco-Booker, Nisa-Co-op and Sainsbury's-Asda."

Mr Gilroy added: "Suppliers will be worried because the new group will be able to insist on better terms and will want savings to be passed onto retailers. The new group will have a lot of clout and fewer overheads."

However, a senior source from a major supplier, who asked not to be named, told RN they expect the majority of members to vote against the merger.

## Sluggish checkouts top of shop gripes

Nearly half of consumers have ranked slow checkouts as their biggest irritation when it comes to in-store shopping, according to a survey by researcher Newton.

The study of 4,000 consumers also highlighted products being out of stock (46%) and difficulty finding products (38%) as major causes of annoyance.

However, more than one in five (21%) shoppers said they wouldn't buy an alternative product at the same store if their preferred brand was not in stock.

Store presentation was also vital. Nearly two-thirds (65%) of consumers felt frustrated when a store changed its layout.

## Man convicted for illegal tobacco sale

The Highbury Corner Magistrates' Court has convicted a man for selling illegal tobacco in a carpark in London, last month.

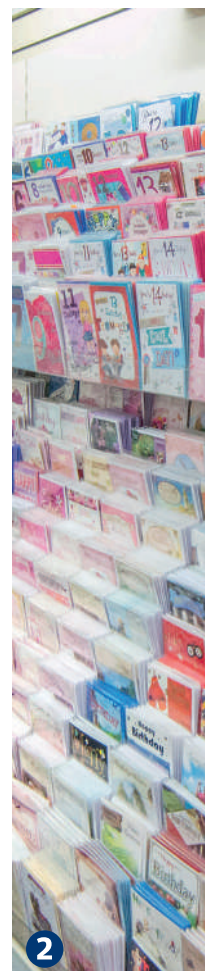
The case was brought to prosecution by JTI and intellectual property crime agency TM EYE, marking its second success in tack-

ling illicit trade.

Paul Mather, of Sherston Post Office Stores in Wiltshire, said it was reassuring for retailers to see action

is being taken. "If they keep making an example of people and sending a message to others, this will eventually stop happening."

# STORE TOUR



## Chat's the way to do it

Customer service is a crucial skill for retailers, and few are as dedicated to it as Jagjeet Hayre. **Marcello Perricone** reports

**A** decade ago, Jagjeet Hayre was working a typical 'nine-to-five' in DHL's customer service team. He had always dreamed of running his own business, though, and in 2011, he took the plunge and opened Hayre Convenience Store in the Midlands village of Leicester Forest East.

"I became a retailer because I love it," Jagjeet says. "Not just because you can be your own boss, but because you can interact with your customers directly."

Convenience retailing requires a wide range of skills, and in those challenging early years he was able to draw on knowledge developed during his DHL days.

"You learn a lot from that trade, such as communicating clearly and meeting targets and deadlines," he says. He quickly realised that building personal relationships with customers was a key way to set apart his 700sq ft family business from nearby competitors.

"Customers can tell me exactly what they want, so when someone gives me a list in the morning of 15 items or so they need for a party, I'll have it ready for them by 4pm," he says.

"That personal relationship is not something you get from the big shops. We have a Sainsbury's further down and a Co-op around the corner, and people still come to me."

The store is in a predominantly residential area and is located near several schools. Basic household and grocery products are essential, while other perennially popular items such as alcohol are vital revenue generators; Jagjeet sells around two cases of vodka a day, bringing in an average of £350 a week.

Talking with his customers has also helped Jagjeet tailor his store to the local area. A couple of years after opening, he started a delivery service, which quickly became popular with the many elderly or disabled residents living nearby.

He also agreed to sponsor the local football club, Epworth Forest Juniors, providing funds to buy jerseys and equipment and netting an advertisement spot on their shirt. With initiatives such as these, Jagjeet has positioned his store at the heart of the local community.

Now, all those years of hard work have paid off. Sales are strong and his business was featured in 2017's Independent Achievers Academy list of the UK's top 100 independent stores, praised for its customer service and clever layout.

"Not many people make it into the top 100 stores, and I've done it a couple of times," Jagjeet says. "Some people have stores for 20 or 30 years before they get there. Being in the top 100 gives you an incentive to carry on and keep improv-



**Chatting with customers and asking the right questions allows you to know what your audience wants, and they will keep coming back** **JAGJEET HAYRE**



### Inside my shop

- ❶ The store has a car park and is located near a busy road, attracting passersby and commuters
- ❷ A stationery area provides products such as greeting cards, games and house and office supplies
- ❸ Jagjeet and his wife run the shop with the help of a single part-time staff member
- ❹ Gin, whisky and beer are the best-selling products in the store's alcohol category

### INFORMATION

#### Location

16 Hinckley Road, Leicester Forest East, Leicestershire, LE3 3GH

**Size**  
700sq ft

**Basket spend**  
£12.50 – £15

**Staff**

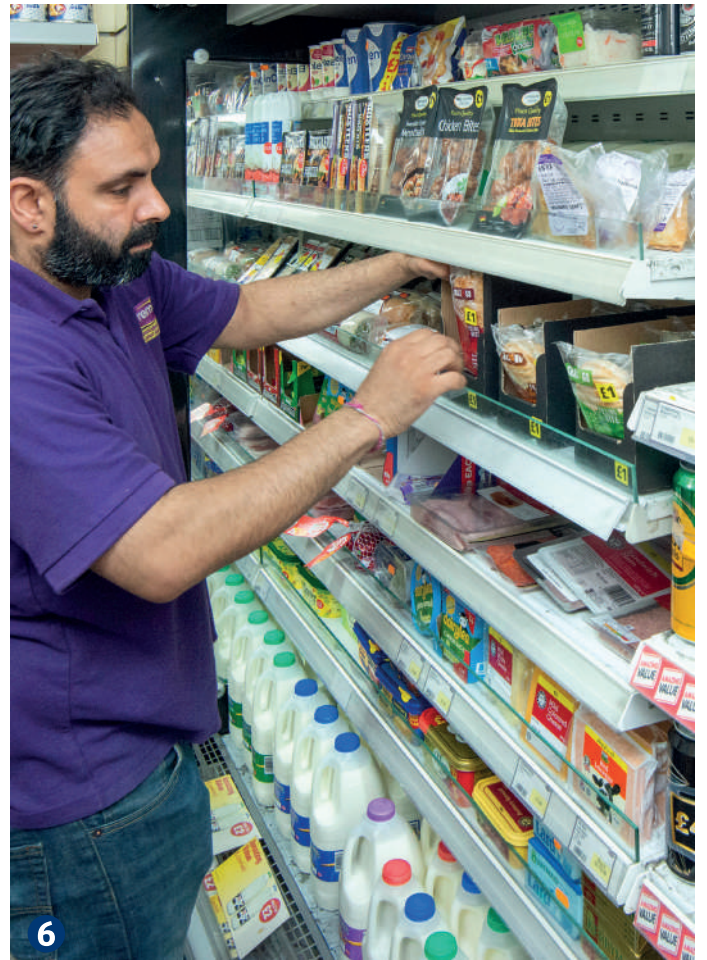
Two full-time, one part-time

**Best-selling category**  
Alcohol





# STORE TOUR



ing. Even if it is step-by-step, if you keep improving, you will see achievement over time."

Jagjeet continues to seek out opportunities to enhance his business model and drive sales. Most recently, he has sought to maximise the rapidly multiplying opportunities offered by digital technology for marketing, as well as developing services he thinks will benefit customers in the area.

"We use Facebook and online advertising, and we want to keep improving our work there," he says. "I would also love to add an online click and collect service, so I'm looking into that."

Regardless of the adaptations he makes to his store, Jagjeet's passion for the business and his focus on customer service will remain constant. "Chatting with customers and asking the right questions allows you to know what your audience wants, and they will keep coming back."

"That's the main reason I opened my own business, and I'm totally satisfied with the results." ●

• Next week: the Independent Achievers Academy 2018 top 100 is announced

## Inside my shop

5 A comprehensive grocery section caters for the needs of the local community as well as 'grab and go' passersby

6 By talking to his customers, Jagjeet finds out what to stock

7 The varied magazine section displays a good range of titles, from gardening and puzzles to specialist publications



Want to see more of Jagjeet's store? Go to [betterretailing.com/premier-leicester-forest](http://betterretailing.com/premier-leicester-forest)



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For Tobacco Traders Only

# NEWS & MAGS

**Newspaper to work with retailers to boost sales** Flexible model rewards loyalty

## The Guardian to trial new subs strategy

by **Marcello Perricone**

marcello.perricone@newtrade.co.uk

The Guardian is to trial new strategies for selling subscriptions with selected retailers, alongside the introduction of new flexible subscription types.

The move, complete details of which are yet to be unveiled, will allow the publisher to build on its existing base of 230,000 subscribers.

A spokesperson from Guardian News & Media told RN: "Subscriptions are a very important part of our print strategy, and are a way for us to

reward loyalty and increase purchase frequency through retailers.

"We are looking at ways to expand and improve it by introducing more flexible subscription types and working with selected retailers to trial ways of selling subscriptions."

Newport roundsman Jon Powell said his customers recognise the potential to save money from signing up for subscriptions.

"We sell nine Guardian copies a day, and eight of them are subscriptions. I offer subscriptions on my leaflets.

"Customers usually save more than what I'm charging for delivery, so they basically get their delivery for free."

Graham Doubleday of Newsmarket, Ashton-under-Lyne said subscriptions had helped keep Guardian sales stable in his store.

"We have about 15 people who buy the Guardian, and all of them are subscribers. Paying £2 a day for a newspaper is ridiculous, so they subscribe for £11 a week and save up to 60p a copy," he said.

However, he added:

"Our Guardian copies are guaranteed sales, yet we don't get increased margins or any sort of allowance for being HND retailers."

The news comes as the publisher released its 2018 half-year financial report, listing operating losses of £19m – a 50% improvement over 2017's figure of £37m.

The London-based company attributed its healthier recent performance to an increase in revenues from print and digital subscriptions, as well as reader donations and membership fees.

### Saturday edition for The Leader

Newsquest has launched the first Saturday edition of 44-year-old weekly newspaper The Leader in North Wales. The new Saturday edition is available in the Wrexham and Flintshire areas with a cover price of 60p. Susan Perry, group editor for North Wales, said: "Our Saturday edition will complement the Monday to Friday Leaders. The 96-page edition will be packed full of local news, sport, lifestyle and feature content."



## Gardening mag tops monthlies

The May issue of BBC Gardeners' World magazine generated £1.04m in retail sales value, making it the biggest monthly magazine earner in the past three years.

According to publisher Immediate Media, around 182,000 copies of the issue were sold through newsagents, leading to a 19% increase in revenue year on year.

Immediate Media attributed the performance to the annual Gardens to Visit guide, which is included in the issue, offering discounted entry to 424 gardens across the UK and the Republic of Ireland.

Des Barr, from Sinclair Barr Newsagents in Paisley, said the magazine sells well all year. "It may seem seasonal, but it's not – it's a magazine that customers like to have every month throughout the year."

## Growth ahead for Dennis

The acquisition of Dennis Publishing by private equity firm Exponent will facilitate the growth of the company's print magazines and digital platforms, RN has been told.

The £166m buyout gives Exponent ownership all of Dennis' 30-plus brands, which include The Week, Men's Fitness and Cyclist.

Exponent's director, David McGovern, said: "Dennis is a unique, innovative and dynamic publishing business, and we believe there is a significant opportunity to grow both its print and digital platforms, which will allow it to reach and engage even more readers and customers."

## Local newspaper sales still in freefall

Local and hyperlocal newspapers are offsetting the decline of larger national titles in small communities, but their sales continue to fall, a new report has found.

The Hyperlocal News: After the Hype study, undertaken by the London School of Economics and Political Science, inves-

tigated the rise of small regional titles in the past decade and their efforts to stay profitable in the current market.

The research found that while regional titles have been able to cover gaps that exist in national coverage, they still continue to face the same challenges in sustain-

ability as bigger, nationwide newspapers.

Carl Pickering, from Top Shop Newsagents in Lancashire, said sales of the three local papers he sells have declined markedly and quickly in recent years.

"There are more regionals now, but they have been declining rapidly.

We sell the Lancashire Post, the Southport Visitor and the Ormskirk Advertiser, but their current performance is very poor.

"They each sell between 20 and 35 copies a day, but they used to sell more than 300 when they launched. Local papers are doomed," he said.



# PRODUCT TRENDS

## Seasonal sales tool for stores

Unilever Partners for Growth has added a new seasonal calendar to its category advice programme.

Featured on the Partners for Growth website, it highlights the major events in each season and how to maximise the opportunities they present.

Working with its Retailer Advisory Panel, Partners for Growth has also included wholesaler promotions and checklists on the calendar in the lead up to events such as Christmas and Easter.

Matthew Trembath, channel category excellence manager at Unilever, said: "The calendar was created to support retailers to try new things in-store. Given the challenging times the sector is facing, I would urge all retailers to visit our website to see how they could benefit."

## JTI vaping range gets new look

JTI has introduced a new bottle design for its Logic LQD e-liquid range, with a lower RRP of £3.99 (10ml).

The bottles have screwcap lids and feature a travel-sized design. The range is available in Tobacco, Cherry, Menthol, and Berry Mint, to reflect the most popular vaping flavours, which are fruit, menthol and tobacco.

Nick Geens, head of reduced risk products at JTI, said: "With the vaping category growing by 9.3% in the past two years, we are confident this update to our Logic LQD e-liquid bottles will provide consumers with value, convenience and on-trend flavours."



## Younger shoppers want more world food options

by Priyanka Jethwa

[priyanka.jethwa@newtrade.co.uk](mailto:priyanka.jethwa@newtrade.co.uk)

A growing interest in exotic flavours among younger shoppers and university students is driving sales in the world food category, symbol groups, retailers and suppliers have said.

Keely Bolger, category assistant at Costcutter, said world foods was a huge growth area for the symbol group's university shops.

"The stores that have the strongest sales are those that adjust their ranges to

different cultural tastes and offer home comforts to international students," she said.

The increasing number of overseas students studying in the UK, she added, meant it was important that retailers understood campus demographics and tailored their ranges accordingly.

Kristian Bennett, who runs University of Nottingham's SU Spar campus store, said since the refit at its Jubilee campus in spring this year, he has dedicated 50%

more space to East Asian and American foods.

"It is important for retailers based near or on university campuses to cater to their demographics," he said.

"For example, a quarter of the University of Nottingham's students are international, and because we have campuses in China, we have a lot of students studying in the UK for the term.

"As a result of the refit, our sales of world foods have increased."

Debbie King, director

of commercial sales and marketing at Cofresh, said more students were looking for bolder-flavoured, spicier foods, alongside snacks that were considered healthier compared with more traditional savoury snacks.

"Young people are more health-conscious and are increasingly looking for 'guilt-free' snacks which fit with their lifestyles and diets, but they are also looking for something different in terms of taste and texture," she said.

## Local and fresh are big selling points

Independent retailers can benefit from higher footfall and increased sales by investing in fresh, local produce, Henderson Wholesale has said.

Neal Kelly, fresh foods director at the wholesaler, said shoppers wanted more fresh products from local firms, and were using convenience

stores, which stocked them more frequently, compared with multiple retailers, who tended to treat local produce as a secondary category.

Noel McGregor, fresh trading manager at Henderson Wholesale, added: "We encourage retailers to engage with artisanal suppliers that could be

unique to their local area, ensuring there is a direct-to-store relationship being built. Many of our Spar retailers supply goods from local bakers."

Craig Brown, retail sales director at JW Filshill, said the wholesaler was investing in local produce by working with suppliers, such as

Fife Creamery and Eden in Scotland.

"Our retail customers can order directly from local suppliers," he said. "We then administer the invoicing. We have also created a brochure that lets retailers know of the suppliers we are working with, the majority of which are local."

# BRAND SNAPSHOT



## Seriously juicy

Danone has relaunched its Juiced range, renaming it Volvic Juicy. The new name comes with a new look, in two variants: Orange and Blackcurrant.



## A taste of luxury

Mondelez' new single-format bars for Green & Black's are available in two flavours, Truffle and Praline, tapping into the demand for premium chocolates.



## Refreshing raiding

Lucozade Energy Orange and Original will become 'Larazade', along with a limited-edition flavour Croft Apple, to celebrate the release of Tomb Raider.



## In hot water

Premier Foods is running a competition with Batchelor's Super Noodles, offering one retailer the chance to win a hot water station for their store.



## Heat wave

Unilever has partnered with Tabasco brand Pepper Sauce to create Hellmann's Chilli Mayonnaise Fired by Tabasco Sauce.



## Meet Clive

Carabao is debuting its first-ever TV advert throughout August across ITV, Sky and Channel 4. The advert features Clive the Carabao, the face of Carabao.



## Say cheese

Mondelez' on-pack promotion for Dairylea offers families the chance to win prizes this summer, including tablets, bikes and karaoke kits.



## Pamper and perfect

Unilever is introducing its first skincare brand in 20 years called Love Beauty and Planet, featuring six hair and skincare products.



## Bake freely

Stork's new 100% Coconut Oil is designed to appeal to the growing number of consumers seeking vegan and free-from baking products.



# WHAT'S NEW

**Focus**

## Bananas for babies

Offering a range of baby snacks in banana flavours helps attract parents looking for organic foods in natural flavours



### Piccolo baby food

Piccolo's Banana Blueberry & Apple baby food is flavoured with sweet vanilla and is designed to broaden infants' taste buds. It can be cross-merchandised alongside baby formulas and toys.

**RRP** £1.29

**Contact** info@piccolofoods.uk



### Kiddylicious banana wafers

Kiddylicious Banana Wafers are easy for small children to hold and are made with natural fruit flavours, containing no sugar or salt. The fruity puffs are also wheat- and gluten-free, perfect for lunchboxes.

**RRP** 65p

**Contact** leanne@kiddylicious.com



### Grenade brownie

Grenade Chocolate Brownie is the brand's latest addition to its Carb Killa snacking range. The bar contains 2g of sugar and 15g of whey protein to keep shoppers fuller for longer.

**RRP** £2.49

**Contact** info@grenade.com



### Mr Filbert's pumpkin seeds

Mr Filbert's gourmet blend of pumpkin seeds, sunflower seeds and pine kernels with wildflower honey and coconut appeals to shoppers looking for healthier on-the-go snacks.

**RRP** £1.25

**Contact** sales@filbertsfinefoods.co.uk



### Capsicana guacamole mix

Capsicana's Mexican Guacamole Mix is a home-made cooking sauce that can be added to mashed avocado to make guacamole without any mess. It is perfect for people looking for a quick meal.

**RRP** 65p (25g)

**Contact** ben@capsicana.co.uk



### Capsicana seasoning

Made to serve four people, Capsicana's range of seasoning mixes can be cross-merchandised near Mexican foods, such as wraps, tacos and pinto beans, and can also be used to season steaks.

**RRP** £1 (28g)

**Contact** ben@capsicana.co.uk

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



## Candy Kittens sweets

Candy Kittens' sharing bag of premium sour watermelon-flavoured sweets are gluten-free, vegan and halal, and are made from fruit juices, natural colours and flavours.

RRP £3

Contact [wholesale@candykittens.co.uk](mailto:wholesale@candykittens.co.uk)



## Gnaw dark chocolate bars

Gnaw Toasted Coconut and Raspberry Crisp bars are a premium chocolate product. They are also dairy-free and suitable for vegetarians, tapping into the growing free-from market.

RRP £2.99

Contact [wholesale@gnawfolkchocolate.co.uk](mailto:wholesale@gnawfolkchocolate.co.uk)

# ACADEMY IN ACTION



**INDEPENDENT**  
 Achievers Academy

**BOOKER**  
 WHOLESALE



Three-month follow-up:

## Service to the Community

Three months after visiting Seelan Thambirajah's Premier in Bedford with Martyn Parkinson, from category partner Booker Wholesale, we find out how community engagement has helped improve the performance of his shop

### IAA ADVICE

- 1 Leave a suggestion box by the till for services customers want to see in the shop and encourage staff to ask for their thoughts
- 2 Speak regularly to headteachers in nearby schools to enquire about opportunities for partnerships and charitable events
- 3 Post photos and videos of your involvement with community events and charities on Facebook to raise your profile

### THE RESULTS

“ Since adding the suggestion box, customers have said our prices are the best compared to nearby shops, but they find services such as a free ATM vital. I've started weekly fruit donations to a local primary school and I am also posting weekly promotions on our Facebook page. I am now working with Booker Wholesale to donate £1,500 a year to charities. The positive reputation from the advice given has boosted weekly sales by £12,000.

### PARTNER ADVICE

“ It is so great to see the results Seelan has achieved with the changes he made in his shop. It is now about ensuring he maintains this great community work to keep his new customers coming back.

**Martyn Parkinson**  
 Brand Director – Premier  
 Booker Wholesale



### FIND OUT MORE

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

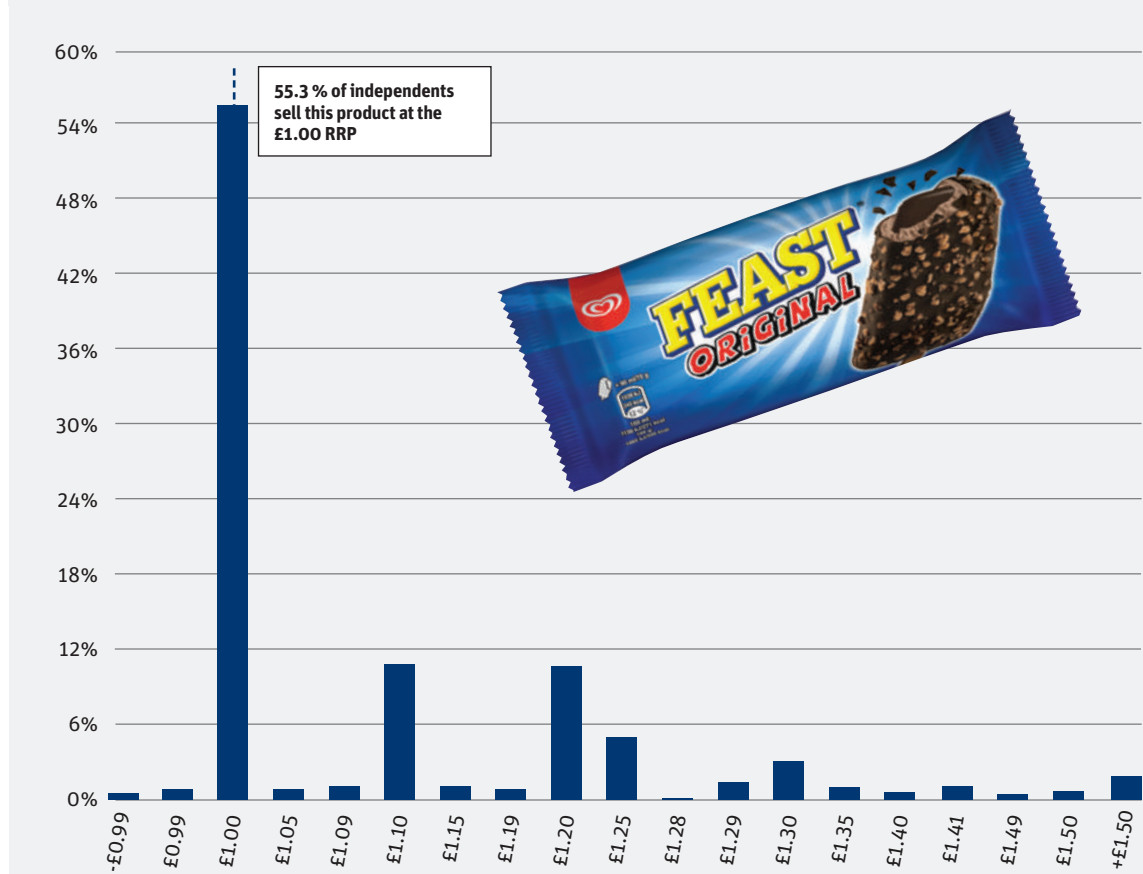
Next week: In-store Display



# PRICEWATCH

## Profit checker Ice cream

### WALL'S FEAST ORIGINAL 90ML Price distribution %



## Analysis

The dominant pricing trend for a 90ml Feast ice cream lolly, according to this week's Profit Checker graph, was Booker's £1 RRP.

For those who chose alternative prices, £1.10 and £1.20 were the

next most popular options, each favoured respectively by 11% of retailers. This variation was reflected by the six stores in the Price Checker table, where three shopkeepers stuck with Booker's

RRP, while the remainder opted for £1.20 and £1.30.

Of the 12 products featured in the table, only Magnum Double Raspberry was priced on average below Booker's RRP.

## Price checker

### PRODUCT

**Magnum Classic**  
110ml

**Magnum White Chocolate**  
110ml

**Calippo Orange**  
105ml

**Solero Exotic**  
90ml

**Twister**  
80ml

**Magnum Mint**  
100ml 3-pack

**Wall's Feast Original**  
90ml

**Magnum Double Raspberry**  
88ml

**Classic Ice Cream**  
120ml

**Bobbys Lolly**

**Cornetto Classico**  
90ml

**Flake Ice Cream Cone**  
125ml

## How we drive our profit

### Ken Singh

**STORE** Boghar Bros Store  
**LOCATION** Pontefract  
**SIZE** 1,300sq ft  
**TYPE** main road

#### TOP TIP

Always ensure you have your ice creams available near the till and not at the back of the shop



**I normally add** 10p on top of the RRP because ice cream is an impulse product and customers won't mind paying a bit extra, especially during the summer when demand can shoot up. I make sure I stock a variety of products, and those from Wall's are some of my most popular items. The store is based near a housing estate and schools, which means there is high demand during summer. The best advice I can offer is to make sure the ice cream is visible, otherwise you risk reducing the likelihood of making a sale.

### Anish Panchmatia

**STORE** Spar Wylde Greene  
**LOCATION** Sutton Coldfield  
**SIZE** 3,000sq ft  
**TYPE** main road

#### TOP TIP

Local suppliers can help differentiate you from any competing shop nearby



**Our ice cream** products are purchased from Booker and Blakemore, and we aim for margins of 30%. Customers can get a range of products from well-known suppliers, but there's plenty of demand for ice cream parlours and we introduced this option a year ago. We noticed a lot of these popping up in the town centre, which was one of the reasons behind our decision. It's a very profitable area; sales can reach £3,000 a week during the peak summer trading period and the average profit margin is about 70%.



**Alex Yau**  
 alex.yau@newtrade.co.uk  
 020 7689 3358  
 @AlexYau\_RN

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 VILLAGE HIGH STREET SHOP IN SOUTH DEVON	RETAILER 2 OFF-LICENCE AND LOCAL SHOP IN LEICESTER SUBURB	RETAILER 3 NEIGHBOURHOOD SHOP IN RESIDENTIAL AREA OF READING	RETAILER 4 LOCAL POST OFFICE AND SHOP IN KENT VILLAGE	RETAILER 5 HOLIDAY CAMP SHOP IN EAST YORKSHIRE SEASIDE RESORT	RETAILER 6 SMALL SHOP IN SUBURB OF LANCASHIRE TOWN
£1.90	£1.90	£1.90	£1.99	£1.90	£1.90	£2.20	£1.90
£1.90	£1.90	£1.90	£1.99	£1.95	£1.90	£2.20	£1.90
£1.10	£1.10	£1.10	£1.20	£1.10	£1.10	£1.30	£1.00
£1.42	£1.40	£1.40	£1.40	£1.40	£1.40	£1.50	£1.40
£1.11	£1.10	£1.10	£1.20	£1.10	£1.00	£1.30	£1.10
£1.92	£1.90	£1.90	£1.99	£1.95	£1.90	£2.20	£1.90
£1.09	£1.00	£1.00	£1.20	£1.30	£1.00	£1.30	£1.00
£1.97	£2.00	£2.00	£2.09	£2.00	£2.00	£2.20	£1.90
75p	75p	75p	75p	75p	–	75p	75p
30p	30p	–	–	30p	30p	30p	30p
£1.43	£1.40	£1.40	£1.20	£1.40	£1.40	£1.50	£1.29
£1.73	£1.50	–	–	£1.85	–	–	£1.80

\* from a sample of 3,500 stores

## MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

### Seelan Thambirajah

Premier Gostwick Road



The Early Birdy  
 (£1.59 to £1.69 for sandwiches and pasties)



#### Where did you discover it?

I took over the company, which is based in Grantham, more than a year ago. It has a standalone sandwich bar, but I've also extended their products to be stocked in some of my 16 convenience stores. I've increased the focus on fresh and local products because these are growing areas.

#### Who buys them?

We have a range of customers that includes families, school children and office workers. There are 15 products in the range, which includes sausage rolls, steak slices, egg sandwiches and BLT baguettes.

#### Why are they so successful?

The products are popular because of the wide range available at an affordable price. Each sandwich and pastry is made from scratch every day, so customers know they can trust them for quality and freshness. In total, The Early Birdy generates more than £5,000 per week in sales for me.

## Mital Morar

**STORE** Ancoats General Store  
**LOCATION** Manchester  
**SIZE** 3,000sq ft  
**TYPE** city centre

#### TOP TIP

Differentiation is key when it comes to ice cream, as we're in an area with a trendy customer base



**With many of** our ranges, we have niche suppliers and sometimes we invite them in on certain days of the week where they'll sell their products as a concession or food stand. Ice cream is one category where this works well. An example includes Drizzle City Sundaes' range, which includes Carrot Cake, Rocky Road, Lemon and Blueberry. We've also had vendors outside the shop. The products often sell out and customers associate us with ice cream, which makes us different to other convenience stores.

## Ketul Desai

**STORE** The General Store  
**LOCATION** Tufnell Park  
**SIZE** 650sq ft  
**TYPE** city suburbs

#### TOP TIP

Make sure you get your displays right, as this attracts customers' attention



**We get our** ice cream from Nisa and Booker across my three stores. We stick to the RRP and this results in average margins of 25%. As ice cream is a seasonal product, sales will shoot up during summer and ice lollies are some of our most popular products. We have support from suppliers and use branded PoS and displays where possible. If customers see well-known branding, they'll be more likely to buy ice cream. They'll associate the brand with quality. My Tufnell Park store is in a residential area and there's plenty of demand.



# REGIONAL NEWS

NFRN

## South East

### Shops rue Racing Post loss

Retailers have reported losses of more than £1,000 since distributor Citipost announced it would deliver Racing Post directly to bookmakers.

Speaking at the South Eastern district council meeting last week, Raj Patel, from Leicester Store Road in East Sussex, said: "I have lost two customers since this deal was made, and have lost £50 a week for six months.

"I pay Menzies £65 a week in delivery charges and they have now taken away some of my biggest orders. I can't do anything about it."

District vice-president Bhavesh Patel said: "We know members aren't getting copies of Racing Post and are talking to the wholesalers to try to get their supplies back."

## Wales

### Menzies plans in spotlight

Retailers have called on Menzies Distribution to explain how its sale to equity investor Endless LLP will affect long-term distribution.

At their NFRN district meeting last week, Welsh retailers raised the possibility of a reorganisation of the wholesaler's depots.

Wales district president Mark Dudden said: "I know they have relocated one of their hubs in Swansea, which is now like a ghost town."

National president Mike Mitchelson also questioned whether Endless LLP would increase investment in distribution.



**Wales** New law creates fears over tax and lost trade 'Bristol is only a 20-minute drive away'

## Welsh committee to assist MUP introduction

by Megan Humphrey

[megan.humphrey@newtrade.co.uk](mailto:megan.humphrey@newtrade.co.uk)

Welsh retailers have begun engaging with Welsh AMs to ensure a streamlined introduction of minimum unit pricing (MUP) on alcohol across the country.

MUP is expected to be introduced in Wales next year, following its implementation in Scotland in 2012, in an attempt to crack down on alcohol-related crimes. Under the

legislation, alcohol cannot be sold to the public for less than 50p per unit.

Welsh district president Mark Dudden said the creation of a sub-committee to liaise with the Welsh Assembly directly was a valuable step ahead of the new law.

"We have been trying to get our foot in the door with the Welsh Assembly for years, but we are just starting to see the fruits of our engagement," he said.

Mr Dudden hoped the

assembly and Alcohol Concern would join them at a meeting in September. "This isn't the result of a request, but rather them wanting to engage with us," he said.

Mr Dudden believed MUP would level the playing field between the multiples and independent stores, but was concerned about tax-related issues.

"It's hard when you deal with some individuals because they have a

consumer point of view, and none are retailers," he said. "They are putting together a structure that can be easily moved and turned into a taxable one."

He added that MUP could lead to customers travelling to nearby towns to buy cheaper alcohol. "Bristol is only a 20-minute drive away," he said. "People will drive there to get supplies."

Mr Dudden said the NFRN had not ruled out working with the ACS.

## South East

### Menzies refuses restitution

Menzies Distribution is continuing to refuse restitution to retailers who lodged complaints in February this year over missing papers.

Jeet Chopra, who owns the Paper Shop in North West Kent, lost hundreds of pounds when the wholesaler failed to deliver his papers during poor weather.

"When we were hit with bad snow, I didn't

receive my papers," he said. "There were three shops within 500 yards of my shop that did."

The wholesaler claimed this was because a driver for his area didn't turn up.

"I prepared my paper boys and girls for the snow, why didn't Menzies?" said Mr Chopra.

Menzies referred to its terms and conditions for the restitution refusal, which states when

circumstances are beyond the company's means, it takes no responsibility.

"If we had the option of going to another wholesaler, they would have smartened up their act. Smiths and Menzies are holding us to ransom," said Mr Chopra.

National president Mike Mitchelson said the NFRN is calling for automatic restitution for serious service issues.



**Upcoming regional trade events**

**NFRN/NewstrAid curry night & trade show**

**Date** 11 Sept, 6pm-10pm

**Location** 3D Centre, Bolton

**NFRN/Menzies open day**

**Date** 20 Sept, 9.30am-2pm

**Location** Menzies Linwood

Contact Megan Humphrey with your trade news on 020 7689 3357, [megan.humphrey@newtrade.co.uk](mailto:megan.humphrey@newtrade.co.uk) or @MeganH\_RN



# YOUR VIEWS

## Western Union woes

I recently had a visit from a Western Union representative who told me the company was terminating my terminal because I wasn't hitting my transaction targets. What I find annoying is that five years ago, they came to me begging me to switch from Money-Gram to Western Union. Not only is there so much competition in the area with every other retailer operating a Western Union terminal, but the economy, alongside Brexit woes, is not what it was five years ago, so of course sales are going to be down. Furthermore, they won't even collect their PoS material themselves. I would have appreciated if they had given me some sort of notice, at least, and took into consideration that I switched to them after they asked me. I was a loyal client to them.

Arif Ahmed

Ahmed Newsagents, Coventry

## A Western Union spokesman said:

"Western Union takes agent complaints seriously, and due to privacy obligations, we don't comment on specific



decisions regarding Western Union agents network.

We are in contact with Mr Ahmed and will discuss the situation with him further."

## Why has the Times changed our vouchers?

It has been a little annoying since The Times changed the format of their weekly vouchers. The Times have weekly subscription vouchers and they used to be printed on a strip of seven, and even if people had a six- or five-day subscription, it was printed on a strip of seven with a blank space. Now

they have changed the format where if a person has a six-day subscription, they will carry on their next subscription for the following week in the same strip. This has made the whole process more difficult and complicated when it comes to counting the voucher. They could have just left it as a weekly strip - instead, I am left in a position where counting the strips is really difficult. I would like to know why they have done this.

Raj Wadher

Upton News, Berkshire

**News UK had not responded to RN's request for comment at the time of going to press**

## VIEW FROM THE COUNTER

with Mike Brown



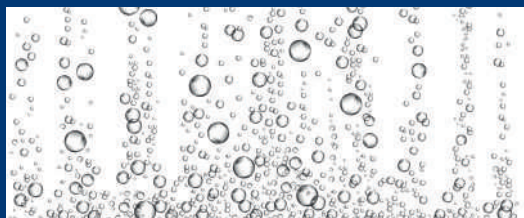
After two months of an unprecedented heatwave, the old adage 'Sun's out, money's out' is wearing a bit thin. Although, it is good for business - my shop is south-facing and keeping it cool is a major operation. My armoury of fans, portable air conditioning units, an inner blind and an outside canopy have struggled, and quite often the temperature inside the shop has exceeded 30°C, which is unpleasant for everyone. The main culprit is the slush machine, which belts out heat despite our regular maintenance and cleaning.

The school holidays are underway, but in the last week of term we suggested on our Facebook page that teachers might like to treat their class to a famous Browns mix-up (pick'n'mix). Totally Stokesley shared our post so we could reach a larger audience, and soon the orders were rolling in. The local primary school ordered 48 £1 mix-ups - what a result!

On the hottest day of the year so far, 26 July, I travelled down to Wakefield for the NFRN/Menzies Trade Day. I think all 8,000 Menzies customers had got there before me - the place was packed. All credit to the NFRN team, the Yorkshire District and Menzies management team who hosted the event at their depot. It was a fantastic day of great deals, freebies and advice.

A couple of months ago, I mentioned that our local garden centre had been completely destroyed by fire. Well, I am pleased to say they have started trading again in a temporary building while the new centre is being rebuilt. Their staff have been brilliant and loyal through a very difficult time. I delivered the papers today and they were all frantically mopping up in the new building after the canvas roof could not cope with the overnight thunderstorms, and this was only the second day of opening.

## YOUR SAY Is your stock still suffering because of the CO<sub>2</sub> shortages?



### Kamini Patel

Nikes Newsagents, Houghton Regis, Scotland  
We aren't facing problems anymore, but a few weeks ago, when we went into the cash and carry, Booker and Bestway were suffering from low stock of drinks such

as Coca-Cola. At the time, we just told customers there was a shortage, but they were happy to pick up a bottle of water instead, especially since the weather was really hot. As a result, we didn't lose too many sales and weren't as badly affected.

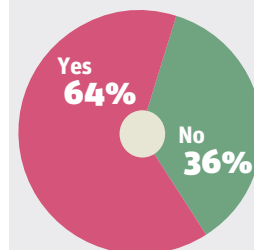
### Dennis Williams

Premier Broadway, Edinburgh  
We've not been affected too much by the CO<sub>2</sub> shortages, but you have to remember high demand from events such as the Royal Wedding and World Cup have probably contributed to stock shortages across parts of the UK. Booker has been good at communicating with us and providing daily updates on what's been going on. Communication is important because it helps provide certainty and gives the confidence that Booker is helping its customers.

### Philip Constantine

Nisa Local, Orpington  
I have been affected by the CO<sub>2</sub> shortages, and I am still affected by it. Our wholesaler told us they have five CO<sub>2</sub> suppliers around the country, and four of them have shut down for refurbishment. It is a terrible time for this shortage, as we are having a good summer and this very short supply means most of my drink sections are now empty. In general, it is costing me 5% of my total sales.

## RN READER POLL



**Would you submit payment issues as evidence to be lobbied in gov't?**

### NEXT WEEK'S QUESTION

Are you concerned about the Today's Group and Landmark merger?

**Vote now at**  
**betterRetailing.com**



# INDUSTRY PROFILE

## Kerry Foods

**Busy lifestyles are making on-the-go snacks more popular than ever, but customers are prioritising healthy eating at the same time. Kerry Foods' Alistair Gibbons explains how the company is meeting this demand with its Fridge Raiders brand, and is aiming to emphasise its nutritional value**

**RN What are the biggest trends in the snacking category?**

**AG** More shoppers are looking for foods that are nutritious and contribute to a balanced diet – something that will keep them going throughout the day.

Convenience is also becoming increasingly key, so it is all about making things as accessible as possible, and providing snacks shoppers can eat on the go without being messy.

Also, it is essential to make products exciting so consumers are attracted to them, and we are innovating in this area through our kids' snacks range.

**RN How do you see these trends developing?**

**AG** We have identified protein as a huge opportunity for independent retailers, as more shoppers gravitate toward snacks that have some kind of nutritional value.

Our products have been delivering this for years, but we are re-branding Fridge Raiders to place more focus on the protein aspect of the snack, which should help drive growth. The trend is already established and clear. Now it is about pushing it out.

**RN What can retailers do to attract more consumers to the chilled snacking category?**

**AG** Around 85% of snackers are adults, so it is about finding ways to attract that demographic to the chilled section.

One way retailers can do this is by placing chilled snacks at the front of the store. This, alongside

promotional activity, such as meal deals, is an effective tool. Furthermore, meal deals that include nutritional snacks, such as Fridge Raiders, give shoppers the option to purchase something other than just crisps.

When shoppers see they can buy a healthier snack as part of a meal deal, they are more likely to buy the whole meal, rather than just one component – which helps increase basket spend.

**RN What is the biggest mistake retailers are making in the snacking category?**

**AG** We understand the biggest challenge independent retailers face is chilled space. It comes at a premium, especially in smaller stores. However, if the orientation of the chiller, in terms of where it is located in-store, is improved, then the sales



**We are rebranding Fridge Raiders to place more focus on the protein aspect of the snack**

opportunity can be significantly enhanced. We are looking at how we can support retailers with various types of promotional kit and how we can push chillers to the front of stores.

This project is still in its infancy and is something we want to work closely with our retail partners on. It is a challenging task, but something we have expertise in.

**RN What is your most valuable merchandising advice?**

**AG** We have noticed that when our entire range is sat together, shoppers' perception of our products improves a lot. I think this is because it helps them grasp that our brand encompasses more than just 'chicken bites'.

We are already well-known for these, but is also about catering for other shopper needs, such as protein for adults and cheese snacks for children.

For us, it is about finding ways to build on this and encourage consumers to try the entire snacking package.

**RN Which new products have you bought to market this year?**

**AG** All of the Mattessons snacking products, excluding Smoked Pork Sausage and Turkey Rashers, are now under the Fridge Raiders brand.

In regard to new products, we have just launched new Fridge Raiders Combos in BBQ Mix and Chilli Mix varieties.





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pops**

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**NOW**



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SUGAR**



**NO** ARTIFICIAL  
COLOURS OR  
SWEETENERS

**CHOCOLATEY  
YUMMINESS**

**50% VIT.D**  
DAILY NEEDS



# SHARING FORMATS



## Big packs, big profits

One of the main trends in RN's latest What to Stock was the growth of multipacks and sharing formats, but which shopper trends lie behind this, and what should you stock?

**Priyanka Jethwa** investigates



### CHOCOLATE

**Why is investing in sharing formats of chocolate important?**

**Adam Hogwood**

Budgens of Broadstairs, Kent



Sharing formats of chocolates, whether in pouches, tins or blocks, encourage shoppers to trade up. They also help us cater for several needs – chocolate for a night in, a trip to the cinema or for people heading out for a picnic. We have an ongoing promotion on sharing bags of Cadbury's chocolates, displayed in a ladder rack, which is doing really well.

### RN's top picks

#### Cadbury Sweet Shop with Maynards Bassetts pouch

Mixing favourites from Cadbury and Maynards Bassetts, including Dairy Milk, Eclairs and Sherbet Lemons, the Sweet Shop pouch taps into the trend for retro confectionery.

#### Cadbury Heroes Premier League Tin

Cadbury Heroes Premier League Tin comes in an 800g format with an RRP of £9.99 and a 400g pouch format priced at £6.29.

#### Cadbury Goo Heads

Cadbury Goo Heads include individually-wrapped skeleton, pumpkin, Frankenstein, Dracula and werewolf heads, great for sharing and scaring.

### CRISPS, SNACKS AND NUTS

**Why is investing in sharing formats of crisps, snacks and nuts important?**

**Narendra Singh Jadeja**

Londis, London



It's important to stock sharing formats because price differences between single packs and sharing packs are shrinking. Single packs of crisps cost around 60p, while sharing bags often come in £1 pricemarked packs. More people are trading up because it represents better value for money. I predict that, in time, single packs will be replaced by sharing formats altogether.

### RN's top picks

#### Walkers Poppables

The Walkers Poppables range is available in Sweet Chilli, Cheddar Cheese and BBQ Rib flavours in 110g sharing bags.

#### Pringles

Perfect for taking to picnics, Kellogg's Pringles appeal to both children and adults looking for a snack to share.

#### Cofresh Grills and Curls

Cofresh's range of Indian sharing snacks make a great alternative to traditional potato crisps.

#### KP Nuts

KP Nuts £1 pricemarked sharing packs are available in Original Salted, Dry Roasted, Salt & Vinegar and Spicy Chilli.





## ALCOHOL

## Why is investing in sharing formats of alcohol important?

Harry Patel

Kwiksave, Warlingham



There is an ongoing trend towards larger, sharing formats of alcohol. In the past year, we have sold two bottles of Grey Goose 4.5l for £599.99, three bottles of Grey Goose 3l for £289.99. It is essential independents get on this trend and stock accordingly.



## RN's top picks

## VK

VK's sharing formats, including VK Blue, VK Tropical Fruits, VK Orange & Passion Fruit and VK Black Cherry, are growing 28% year on year.

## Hooch

Hooch Alcoholic Lemon Brew comes in a 10-pack of 275ml bottles, perfect for distributing at picnics and barbecues.



## Open Gate Brewery Pilsner

Consider cross-merchandising larger beer formats with sharing formats of snacks.



## SOFT DRINKS

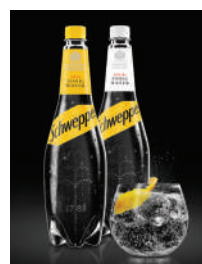
## Why is investing in sharing formats of soft drinks important?

Amandeep Singh

Singh's Convenience, Yorkshire



Families tend to buy sharing formats of soft drinks, especially 1l and 2l bottles. Now that the weather is hotter, our sales of these have increased. In fact, compared to this time last year, sales are up by 20%. We stock price-marked packs across all the major brands, including Coca-Cola and Barr Soft Drinks.



## RN's top picks

## Pepsi Max

Larger sharing formats, such as Pepsi Max, are often bought as an alternative to alcohol, and also make for good mixers.

## 7UP

Stocking sharing formats, such as 7UP 2l, is key for summer gatherings such as barbecues and picnics.

## Schweppes

Schweppes' 1l bottle can be ranged near alcohol to encourage shoppers to pick it up as a mixer, boosting basket spend.



**NEXT WEEK: Don't miss RN's guide to the best-selling sugar confectionery formats**

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# THIS WEEK IN MAGAZINES



## Launch of the week

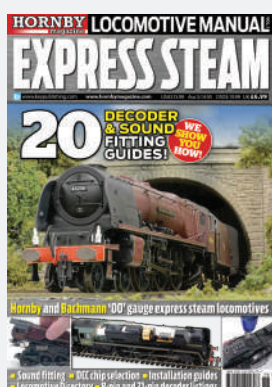
# ONE-SHOT CAPITALISES ON LOYAL TRAIN-LOVERS

**Key Publishing's rail modelling magazine focuses its latest annual on railway enthusiasts. Take advantage of loyal model collectors by stocking this comprehensive workshop manual**

**IT'S AN AWKWARD** time for rail in Britain, with endless headaches caused by the new timetables and the heat of the capital's Underground network. However, enthusiasts still love trains like they have done since the 1800s, and Key Publishing's latest rail magazine is aimed at those fans in particular who like to collect and assemble model trains.

The Hornby Magazine Locomotive Manual: Express Steam is a guide showing modellers how to maintain and upgrade their locomotives.

This is the first in a series of workshop manuals, so be sure to stock it to capitalise on dedicated train collectors.



**THE HORNBY  
MAGAZINE  
LOCOMOTIVE  
MANUAL:  
EXPRESS STEAM**  
**On sale out now**  
**Frequency annual**  
**Price £6.99**  
**Distributor Seymour**  
**Display with Model  
Rail, Model Rail, British  
Railway Modelling**

## My week in magazines



**Marcello Perricone**

Magazines reporter

marcello.perricone@newtrade.co.uk

# PRINT STILL HOLDS TRUST IN THE MODERN WORLD

Magazines are serious business. Not just for those of us who work in and around them, but also to the world as a whole. According to 2018's Edelman Trust Barometer, 84% of the public still trust print media, versus 56% who trust in digital and only 20% who trust in social media. For all the internet's ubiquity, physical magazines have a long history and influence that give them an enduring place in today's society.

It's no surprise, then, that publications often attract important individuals as collaborators. In the last month alone, comic book writer Mark Millar MBE was a guest editor for Beano's 80-year celebrations, while athlete Sir Mo Farah assumed guest editorial duties in Runner's World's 25th anniversary. These high-profile partnerships help push publications into the spotlight and convert readers who may not be aware of a title beforehand.

Guest editors also tend to generate extra sales for retailers, as their special covers draw attention from passersby. Print still has a gravitas and authority that digital publications lack, and there's no better way to flaunt that than with a premium, shiny attractive cover at the front of your display.

## Opportunity: Special Covers

From Empire's multiple cover choices and Gurgle's eye-catching designs to unique guest-edited and seasonal covers, magazines have the unique selling point of being a collectable. Always identify the most attractive magazines and display them clearly to encourage impulse purchases.

**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

✉ marcello.perricone@newtrade.co.uk  
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## TREBUCHET

● This art magazine focuses on a specific creative field in each issue, exploring the expertise, vision, and partnerships that create the contemporary creative world.

● The autumn issue focuses on the body as an abstract concept, from the physical body in nude photos to "rich bodies of data" that catalogue changes in the world of art.

**On sale 15 August**  
**Frequency** quarterly

**Price** £11

**Distributor** Intermedia  
**Display with** Monocle, Asthetica, Creative Review



## CHELSEA FC

● The official publication of Chelsea FC brings together the latest news, gossip and match details from Stamford Bridge.

● This issue focuses on the start of the Premier League, as well as details of current players and predictions for the season.

**On sale 15 August**  
**Frequency** monthly

**Price** £3.25

**Distributor** Intermedia  
**Display with** Everton Magazine, Liverpool FC Magazine, Inside United



## MOTHER & BABY

● A parenthood magazine aimed at pregnant women and mothers, Mother & Baby includes tips, guides and features about everything baby-related, from taking care of them to what to do when they finally go to sleep.

● The September issue comes with two free nappies, alongside an article revealing the secrets of newborn contentment.

**On sale out now**  
**Frequency** monthly

**Price** £3.99

**Distributor** Frontline  
**Display with** Baby, Smallish, Gurgle



## NEW HUMANIST

● Often containing complicated and controversial topics on religion and science, this magazine is the only regular title devoted to humanism.

● This issue analyses climate change from a humanist perspective, and includes essays on posthumanism and the many meanings of truth.

**On sale 16 August**  
**Frequency** quarterly

**Price** £4.95

**Distributor** Intermedia  
**Display with** Prospect, Index on Censorship, Philosophy Now, Literary Review



## THE GREAT OUTDOORS

● Focused on backpacking and hillwalking for nearly 40 years, TGO includes gear reviews, articles and features for anyone interested in trekking in the wild.

● This issue chronicles routes through Snowdon's mountains and islands, and includes a 36-page supplement about the Scandinavian outdoors.

**On sale out now**  
**Frequency** monthly

**Price** £4.60

**Distributor** Seymour  
**Display with** Trail, Country Walking, Bushcraft Survival Skills



## Bestsellers Motoring

Title	On sale date	In stock
1 Autocar	08/08	<input type="checkbox"/>
2 What Car?	09/08	<input type="checkbox"/>
3 Classic Car Weekly	08/08	<input type="checkbox"/>
4 BBC Top Gear	09/08	<input type="checkbox"/>
5 Auto Express	08/08	<input type="checkbox"/>
6 Classic & Sports Car	02/08	<input type="checkbox"/>
7 Auto Express Specials	22/08	<input type="checkbox"/>
8 Practical Classics	08/08	<input type="checkbox"/>
9 Autosport	09/08	<input type="checkbox"/>
10 Classic Car Buyer	08/08	<input type="checkbox"/>
11 Land Rover Owner	08/08	<input type="checkbox"/>
12 Car	15/08	<input type="checkbox"/>
13 Classic Cars	22/08	<input type="checkbox"/>
14 Motorsport News	08/08	<input type="checkbox"/>
15 Evo	08/08	<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

# INCREIBLES 2

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# THIS WEEK IN MAGAZINES



## MATCH OF THE DAY

- This football magazine is celebrating the start of the football season with a special foil-bagged issue.
- The latest edition features league previews, transfer gossip, quizzes, posters, skills tips and includes free league ladder collectables.



**On sale out now**  
**Frequency** weekly  
**Price** £3.50  
**Distributor** Frontline  
**Display with** FourFourTwo,  
When Saturday Comes,  
Football Grounds: A  
Fans' Guide



## MINI WORLD

- A specialist magazine aimed at enthusiasts of the Mini brand, this monthly title focuses on old and classic car models instead of the contemporary versions.
- September's issue looks at four classic cars of the past five decades, and includes a list of essential tech tips and advice to keep the car in good shape.



**On sale out now**  
**Frequency** monthly  
**Price** £4.99  
**Distributor** Marketforce  
**Display with** Jaguar World,  
Performance Mini,  
Mini Magazine

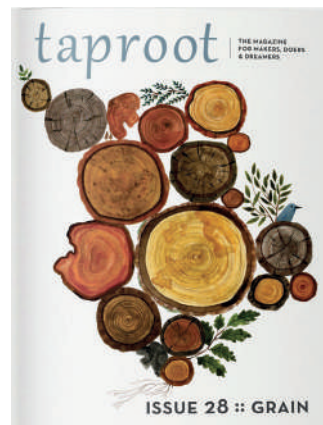


## TODAY'S GOLFER

- This special issue of Today's Golfer focuses on technological gear reviews, from the most popular mail-order golf balls to Ping's brand-new i500 and i250 irons.
- The magazine also includes a £30 voucher for clothing brand Peter Millar and a 48-page Today's Golfer Awards Supplement.



**On sale out now**  
**Frequency** monthly  
**Price** £4.80  
**Distributor** Frontline  
**Display with** Golf Monthly,  
Golf World



## SPECIALIST CHOICE MARK ANSELL, LISKEARD NEWS, CORNWALL TAPROOT

### Who buys it?

Both men and women in their 50s, with an interest in gardening or wellbeing.

### How do you display it?

Although it's classified as a garden title, it doesn't seem to fit in a single category. We display a couple of copies in the garden, wellbeing and crafting sections.



**On sale out now**  
**Frequency** quarterly  
**Price** £6.95  
**Distributor** Seymour

## Expert advice Jaynie Bye

Consultant publisher,  
Match of the Day,  
Immediate Media



**H**ot on the heels of a brilliant World Cup, young football fans are now hugely excited about the start of the 2018-19 football season. The football and sports magazine category is on fire, so don't miss out on the opportunity to capitalise on this vibrant category, which is worth more than £9m annually in the UK.

Immediate Media's Match of the Day magazine has grown its weekly share to a massive, market-leading 78%, and it is a must-buy for fans who don't want to miss out on the drama of the new Premier League season.

Football is hugely popular among children in the UK, where 1.5 million seven-12-year-olds support a football team and 672,000 are actively out there playing football themselves. With its high rate of parental purchase by adults who value the heritage of this BBC favourite, Match of the Day magazine is perfectly placed to take advantage of this giant potential audience for football magazines.

## Our strategy

### Who buys your titles?

Fans of football, both adults and children.

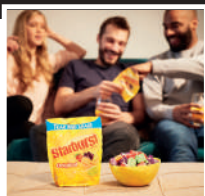
### How should your titles be promoted in-store?

Take advantage of the buzz around football – and the sales potential in this market – by ensuring that Match of the Day magazine sits at the front of the fixture.

### How are you investing in independents?

Independent retailers have significant share of the national sales, so it is important to prioritise this channel. We invest in supply to ensure excellent availability in our independent retailers, and in communications sent via independent groups, including the Superleague brochure, social media channels, NFRN website and RN to heighten product awareness for key issues throughout the year.

## COMING UP IN NEXT WEEK'S RN



## How to perfect your displays, harness impulse buyers and drive confectionery sales whatever the season

Plus, strategies for bringing students into your store as the university year begins, and RYO tobacco goes under the microscope in Pricewatch

# RN

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# DON'T MISS NEXT WEEK'S ISSUE



OUT  
17 AUGUST

## IAA top 100 independent local shops announced!

Find out who's made the list and what makes  
them stand out from the crowd



average  
basket spend



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or franchise group



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coffee



sell hot  
food to go



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