

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 03.08.2018



The best of both worlds

How Ketul Desai is meeting the needs of loyal locals and young professionals

STORE TOUR

Page 6 >>



6 supermarket innovations and what you can learn from them

Page 20 >>



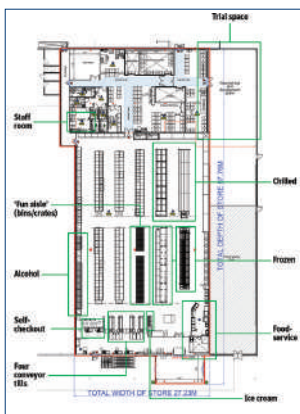
SPECIAL REPORT



TESCO DISCOUNTER

Jack's fast shopping focus revealed

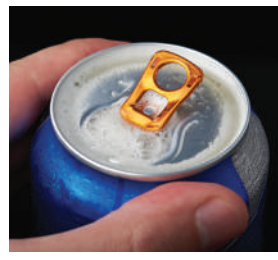
Floorplans show mult 'looking to dominate' in convenience format **Page 5 >>**



PARLIAMENT

'I'll lobby gov't on payment problems'

Commissioner pledges support on news issues for indies **Page 5 >>**



SUPPLY CHAIN

Months of stock shortages predicted

'Abysmal' availability from lack of CO₂ takes its toll on stores **Page 4 >>**

Vol 129 No 31
FOR TRADE USE ONLY



CONTENTS

RN

Shaping the future
of independent retail
since 1889



Editor

Chris Rolfe

@ChrisRolfeRN

020 7689 3362



Features editor

Tom Gockelen-Kozlowski

@TomGK_RN

020 7689 3361



News editor

Megan Humphrey

@MeganH_RN

020 7689 3357



Reporter

Alex Yau

@AlexYau_RN

020 7689 3358



Reporter

Priyanka Jethwa

@priyanka_RN

020 7689 3355



Reporter

Marcello Perricone

@Marcello_RN

020 7689 3350



Head of design

Anne-Claire Pickard

020 7689 3391



Production editor

Ryan Cooper

020 7689 3354

Editor in chief

Louise Banham
020 7689 3353

Production coordinator

Patrick Atkins
020 7689 3368

Head of sales

Matthew Oliver
020 7689 3367

Account director

George McCracken
020 7689 3364

Account director

Charlotte Jesson
020 7689 3389

Account manager

Jon Melson
020 7689 3372

Sales executives

Khi Johnson
020 7689 3366

Joe Waxman
020 7689 3363

Sales support executive

Michela Marino
020 7689 3382

Marketing executive

Michael Sharp
020 7689 3356

Finance director

Parin Gohil
020 7689 3375

Finance executive

Abi Sylvane
020 7689 3383

Managing director

Nick Shanagher
07966 530 001

If you do not receive your copy of RN please contact **Michael Sharp** on 020 7689 3356 or email michael.sharp@newtrade.co.uk

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

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

Annual Subscription

UK 1 year £150
2 years £237
3 years £333

Europe £302
Rest of world £354



To subscribe contact 020 7689 3384



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

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

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

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

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

For trade use only

6 tips for training staff to protect tobacco and vaping sales

Page 24



“Tesco has endured the success of Aldi and Lidl first-hand, and is looking to emulate the format with this new layout for its discount store”

Thomas Brereton p5

HEADLINES

- 4 BREAKING NEWS**
CO₂ shortage issues continue
- 6 STORE TOUR**
Ketul Desai's London store is in the spotlight
- 10 SYMBOL NEWS**
Unlock store growth with snacks
- 11 NEWS & MAGS**
Menzies acquisition 'cautiously' welcomed
- 12 PRODUCT TRENDS**
Sugar tax is revenue-grower
- 13 BRAND SNAPSHOT**
News from nine big brands
- 14 WHAT'S NEW**
Eight opportunities for your store
- 16 PRICEWATCH**
Benchmark your cigar prices

OPINION

- 18 NFRN REGIONAL NEWS**
Publishers urged to back stores on carriage charges
- 19 YOUR VIEWS**
Your letters and views

Football, royals, railways and more – This Week in Magazines Page 27



TALK TO RN



Follow RN on Facebook

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



Follow RN on twitter

@ThisisRN for expert advice to help you grow your sales



Email & phone RN

email letters@newtrade.co.uk
tel 020 7689 0600



Visit the website

www.betterretailing.com/RN
extensive galleries and news



WELCOME

It is reassuring to see examples of where the multiples are merely playing catch up on strategies local stores have long employed



Editor

Chris Rolfe
@ChrisRolfeRN
020 7689 3362

“Tesco trials ‘shop and go’ app in till-free store”, “Sainsbury’s expands Patisserie Valerie tie-up”, “Waitrose is recasting shopfloor workers as ‘food ambassadors’”. These are just three headlines on supermarket innovations that have appeared in the national press in the past couple of months.

The multiples’ ideas span everything from vegan-friendly ranges – including burgers that “ooze fake juices” – self-scan technology, create-your-own-cake online services and the removal of disposable coffee cups.

But what do these innovations mean for independents? For this month’s special report, our features editor, Tom Gockelen-Kozlowski, decided to find out.

The budgets involved in developing technology or ranges can sometimes put them out of reach of smaller stores, but there are lessons to be learned about the shopper trends, customer service improvements or environmental goals behind them that can help you explore alternatives for your own store.

It is reassuring to see examples of where the multiples are merely playing catch-up on strategies local stores have long employed. But you can learn from these, too. Could Waitrose’s attempt to offer a more personalised service via staff expertise fuel improvements to the training you provide employees on wines, specialist or local ranges?

Sometimes, however, independent retailers have ideas Tesco and the like could only dream of introducing. In this week’s profile on page six, you can also read about Ketul Desai’s grand food to go-themed plans and his partnership with Uber Eats on a hot-food delivery service.

Former Apple boss Steve Jobs once said: “We have always been shameless about stealing great ideas.” I hope you find plenty of inspiration from other retailers in this week’s issue. Let me know what inspires you.

INSIGHT

20 SUPERMARKET IDEAS TO LEARN FROM

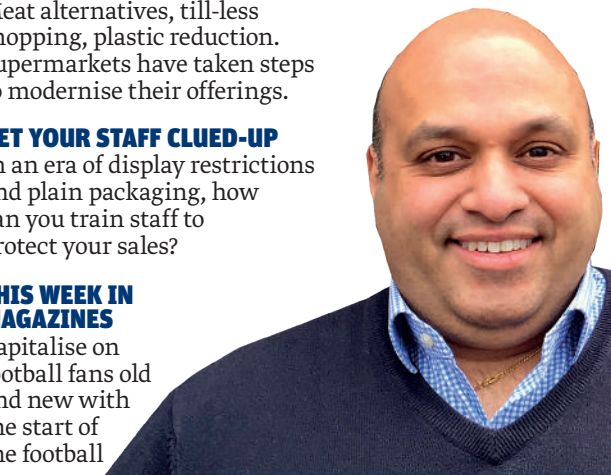
Meat alternatives, till-less shopping, plastic reduction. Supermarkets have taken steps to modernise their offerings.

24 GET YOUR STAFF CLUED-UP

In an era of display restrictions and plain packaging, how can you train staff to protect your sales?

27 THIS WEEK IN MAGAZINES

Capitalise on football fans old and new with the start of the football season



“Food to go and coffee are big trends which can help me differentiate from the competition” Page 17

BREAKING NEWS

Smiths meets NFRN

Smiths News has agreed to discuss future carriage charge changes with the NFRN before implementation, following a meeting between Connect Group representatives and the federation last week.

The NFRN and Smiths News met to discuss the surprise announcement of September's 2.1% carriage charge increase, which will cost the average retailer more than £47 a year.

After the meeting, NFRN national president Mike Mitchelson said: "We told Smiths News its proposed increase was unacceptable and shared the fury and dismay of its customers from all around the country. In future, Smiths News has agreed to meet with us so that in any carriage charge discussions, the NFRN can argue the case on behalf of our members before any decision is made, rather than afterwards."

New Co-op site will not serve indies

Co-op has confirmed to RN its new £6m distribution centre in Dalcross, northern Scotland, will not serve Nisa and Costcutter retailers in the area.

The 12,000sq ft site is to open on 9 August and a spokesman for the chain said it will only serve Co-op stores.

Co-op logistics director Andy Perry said: "We have plans to open stores and Dalcross will ensure we can continue to serve our members and customers in the area."

Shor

'I've lost £360 since June'

Retailers lose hundreds as CO₂ issues continue

by Alex Yau

alex.yau@newtrade.co.uk

Retailers who have lost hundreds of pounds because of "abysmal" availability during CO₂ shortages have been told it may take months before full supply is restored.

Roger Dhillon, owner of Lifestyle Express Southwick Superstore in Sunderland and a sub-retailer to four pubs, told RN soft drink and beer shortages have impacted an otherwise profitable summer trading period.

"My daily beer and soft drinks sales would be up £200 because of the World Cup and heatwave, but cus-

tomers have gone to B&M for alternatives," he said.

"There's no Pepsi Max and my wholesaler said I might not get Foster's until the end of August. Carling might not return until September."

Pareesh Vyas, of Premier Vyas Convenience Store in Manchester, added: "I've lost around £360 since June. My wholesaler doesn't know when availability of Foster's, Carling or Coors will return."

The shortages, caused by closures of factories producing CO₂, have been ongoing since June. Booker has a 10-case daily limit on R White's Lemonade, 2l Pepsi

Max bottles, Ice Valley Sparkling, Foster's, Bulmers, Old Mout, Carling and Birra Moretti. Bestway has similarly limited Britvic orders.

A senior industry source, who asked not to be named, told RN Landmark Wholesale has arranged meetings with Britvic about the problems: "Landmark is pressuring Britvic into resolving the issues and asking them to provide weekly availability reports. They've been abysmal."

DeeBee Wholesale trading director Andy Morrison added: "We're losing £30,000 per week due to the low supply. Britvic

availability is at 40%, while Coca-Cola is at 50%."

A Britvic spokeswoman claimed availability has "normalised", while Molson Coors sales director Alpesh Mistry added: "Molson Coors remains unaffected by the shortage, but is continuing with product optimisation to ensure breweries are running efficiently."

According to RN's What to Stock data, weekly sales of Kopparberg, Carling, Foster's and 2l Pepsi Max average £317.75 at normal availability.

● *Have the shortages affected you? Have your say at betterretailing.com/co2-issues*

PayPoint/eBay partnership welcomed

Retailers have welcomed PayPoint's decision to partner with eBay to boost its parcel collection, provided restrictions are not imposed on the number of carriers they can work with.

Ray Monelle, of Everyday Orchard News in Western-

super-Mare, said consolidation could help retailers attract more customers in a growing market.

"I've seen growth in my parcel service, so this could benefit me. However, my concern is whether PayPoint will restrict us to work with just one parcel

carrier. In some rural areas, retailers need to work with lots of agents to cater to customers," he said.

However, a PayPoint spokesperson confirmed to RN nothing has changed in terms of who retailers can work with. "We believe the deal will generate a

lot of parcel volume to our network, so this is a brand-new revenue stream for retailers. Also, we think eBayers will be a different group to the current Collect+ users, so it's good news for retailers and good news for their customers," they said.

Retailer sees basket spend increase after smoothie partnership

Budgens of Broadstairs has seen an increase in basket spend since it joined forces with Savsé Smoothies to offer in-store promotions and pricemarked bottles.

The 100% raw smoothies introduced last month are part of a trial, after the store initially struggled to sell the products at full price.

Store manager Adam Hogwood said promotional materials and pricemarked bottles have helped attract customers. "It just goes to show how effective supplier feedback in our environment can be."



Model

‘It will give competitors a run for their money’

Tesco Jack’s floorplan reveals discounter convenience format

by Alex Yau

alex.yau@newtrade.co.uk

Floorplans of Tesco’s rumoured discount chain Jack’s suggest the multiple is focusing on fast shopping trips under a “discounter convenience format”, industry experts have told RN.

The plans, seen by RN and its sister title, Retail Express, outline a 20,000sq ft site in Chatteris, Cambridgeshire, which is rumoured to be one of 60 opening as early as September. Based on analysis with shopfitters KoolMax, the 13,869sq ft shop floor will have foodservice counters near the entrance, four conveyor tills and two self-service checkouts alongside freezers and chillers for fresh products.

GlobalData retail associate analyst Thomas Brereton told RN the layout imitates those of Aldi and Lidl stores, allowing customers to shop more quickly through wider aisles.

“Tesco has endured the success of Aldi and Lidl first-hand, and is looking to emulate the format with this new layout for its discounter store,” he said.

“Based on the lower number of manned

checkouts compared to an Aldi or Lidl, Tesco is anticipating smaller basket sizes. Therefore, Tesco will be looking to dominate in an almost entirely new ‘discounter convenience’ format.”

Retail expert David Gilroy added: “Although there is space for the staple convenience products, the addition of a meat chiller, food-service counters and ice cream freezers near the entrance suggest it is catering more to shoppers who want quick and easy meal ingredients.

“Tesco looks like it is trying to do something similar to Aldi and Lidl by making it easy for customers to navigate through the store.

“If they can compete on price with Aldi and Lidl, it could very well be a success and give competitors a run for their money.”

Reports of Tesco’s discounter plans first surfaced in February.

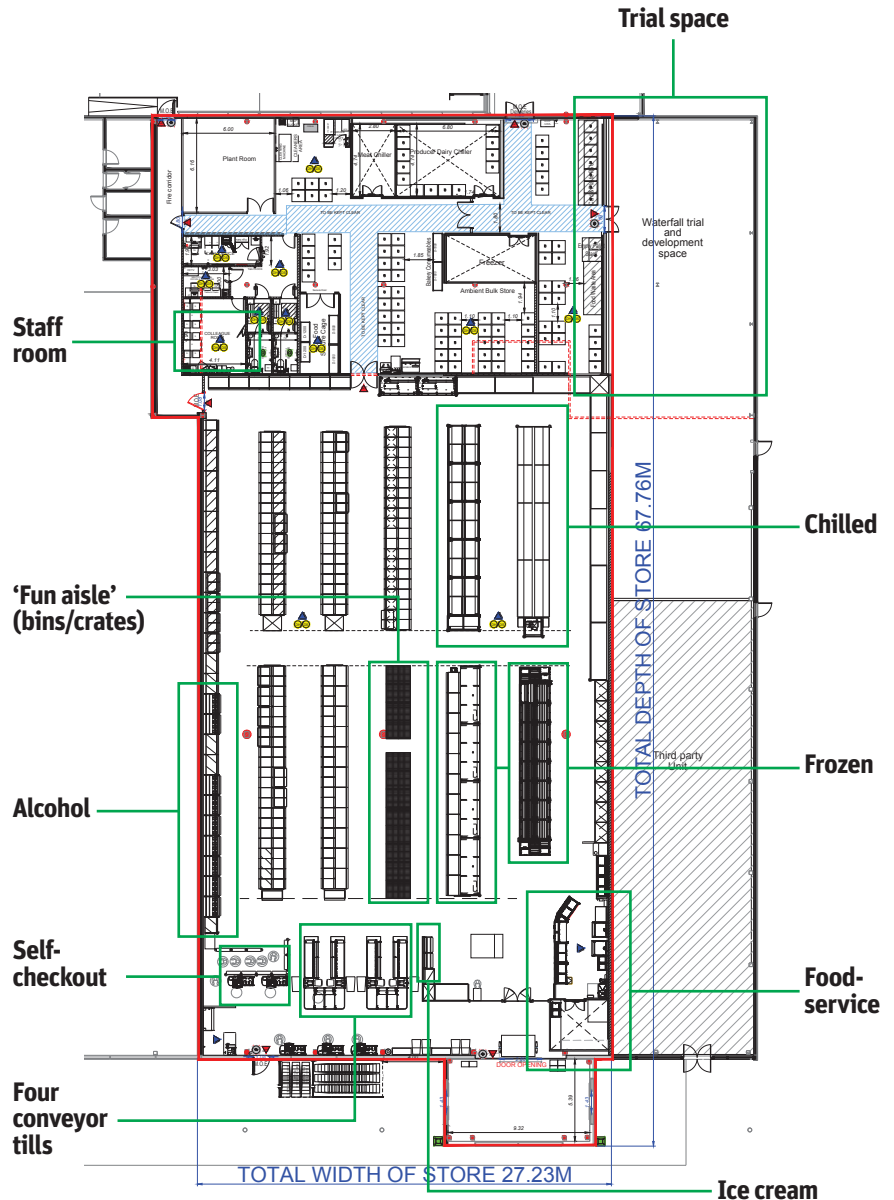
Tesco declined to comment on the floorplan.

Information

Site
20,000sq ft

Shop floor
13,869sq ft

Staff
20 staff at any time est.



Commissioner to lobby on newstrade issues

Small business commissioner Paul Uppal has pledged to lobby central government on payment issues with news wholesalers, but has urged independent retailers to provide evidence of them.

Mr Uppal, who was

Conservative MP for Wolverhampton South West between 2010 and 2015, told RN: “We have spoken with the NFRN around issues of late payments, contractual changes and the practice of charging

retailers when deliveries haven’t arrived.

“We will lobby these issues with central government and keep the pressure on wholesalers. We have no powers to issue fines, but we can name and shame, and

we will need the ammunition from retailers to fire the bullets.”

The office of the Small Business Commissioner was established in October to help tackle payment disputes between small businesses and

their suppliers. Mr Uppal added the organisation would help retailers with payment issues across the industry, and not just newspaper wholesalers.

● *Want to put evidence forward? Call RN on 020 7689 3358*

STORE TOUR



Small store, big plans

Ketul Desai has big plans for his small store. He tells **Alex Yau** why making them a reality will mean thinking literally outside the box

With a thriving community of long-standing families and an increasing number of young professionals, a new store in Tufnell Park, London, offers exciting opportunities to multi-site retailer Ketul Desai.

Building a business focused on growth categories such as food to go is a challenge when you only have 650sq ft available – space that is already packed with staple convenience products such as confectionery, alcohol, snacks and newspapers. So, Ketul's plan is to build beneath and outside his store.

"I see food to go as an area which will help boost my weekly sales. I'll be refitting part of the basement to make way for a kitchen where I can produce fresh sandwiches, pizzas, milkshakes and pastries on-site."

Ketul will also offer a home delivery service in partnership with third-party provider Uber Eats from September. Those living within a two-mile radius of Ketul's store provide him with the ideal customer base for the service and he predicts his weekly turnover will be increased from £13,000 to £15,000 as a result.

"My store already provides many products which cater for residents who have grown up in the area," Ketul says. "However, there's a growing number of young professionals who already live busy lives.

"These customers don't have the time to

do a huge shop each week and they want the convenience of picking up their evening meals when it suits them. It'll be advertised through social media and with merchandising within the shop. I'm still considering how the service will be branded, but the average margins will be between 20% and 25% when you take into account my overheads and what I'm paying Uber Eats. We'll be doing a £3 meal deal and sandwiches for £2."

The addition of a home delivery service isn't the only way Ketul is ensuring his store is fit for the changing tastes of his customers, however. Previously known as Central Newsagent, the 45-year-old shop received a £90,000 refit last month and rebranded as The General Store

Alongside new light fittings, shelves and flooring, major additions as part of the refurbishment included a post office service, while a supply agreement with Nisa has provided a range of own-brand products from both Co-op and the symbol group.

Ketul says: "Customers have made positive comments about how good the store looks now and on the post office. The nearest post offices are a 15-to-20-minute walk away, but now we're getting additional footfall because residents can get postal services right on their doorsteps. Plus, the Co-op own-brand also provides a range of products which customers already associate with high quality."

I'll be refitting part of the basement to make way for a kitchen where I can produce fresh sandwiches, pizzas, milkshakes and pastries on-site **KETUL DESAI**



Inside my shop

- 1 A £90k refit has modernised Ketul's shop and re-branded it The General Store
- 2 The shop differentiates because it is the only one in the area to offer premium Co-op own-label products
- 3 Ketul's store has been managed entirely by his family for the last 45 years
- 4 Although Ketul is making sure his store is fit for the future, he still sees demand for traditional convenience products such as magazines

INFORMATION

Loc
6 Campdale Road, Tufnell Park, London N7 OEA

Si
650sq ft

Bas
£5.60

St
Four (two part-time and two full-time)

Weekl
£13,000



STORE TOUR



Other additions include a craft alcohol range and premium wines priced between £30 and £40. Ketul has also moved his tobacco underneath the till and replaced his gantry with vaping products.

"Tobacco is in decline and it makes sense to give more visibility to products such as e-cigarettes and vaping units," Ketul says. "Customers will still ask for tobacco anyway, regardless of whether they see a tobacco gantry or not.

"Tufnell Park has affluent residents in some areas and I can see demand for some of the more premium alcohol products."

The new additions have allowed Ketul, who left his job as a banker four years ago to manage the store with his father, to ensure the store will remain relevant in the community for years to come.

"I grew up in the area and used to deliver papers as a teenager," Ketul says. "I've grown to know many customers on a first-name basis, one of whom is Jeremy Corbyn, who has been a regular in the shop for 30 years. We used to be a traditional newsagents and the community is at the heart of what we do. But the area has changed throughout the years and we've had to change our offering to meet these needs."

Inside my shop

5 The store is catering to a growing customer base of young professionals with craft alcohol

6 The shop also offers a range of £40 premium wines to appeal to affluent residents living in the area

7 Ketul has a well-established relationship with his customers, having worked part-time as a paper boy in his teens



Want to see more of Ketul's store?
Go to [betterretailing.com/
general-store-tufnell-park](http://betterretailing.com/general-store-tufnell-park)

CAPRI-SUN 330ML!

FOR BIG KIDS TOO



3 OUT OF 4 CONSUMERS WHO PURCHASE 330ML SIZED PACKS ARE ADULTS, 50% ARE AGED 16-34 Y/O ¹

LARGEST IC ORANGE JUICE DRINK ²

PURCHASED FOR 'REPLENISHMENT ON THE GO' ³

ROS GROWING BY 13%, WHILE COMPETITIVE SET IS DECLINING ⁴

BIGGEST CONTRIBUTOR TO VALUE GROWTH IN SMALL IC JUICE DRINKS ⁵

EXEMPT FROM THE SOFT DRINKS TAX

TO FIND OUT MORE VISIT WWW.COKECUSTOMERHUB.CO.UK OR CALL CUSTOMER HUB ON 0808 1 000 000

Source: 1. KWP IH/CO Consumption 5 years ending 25/02/18.

2. Nielsen Small Juice drinks with Orange as only or lead flavour. Total GB, Value MAT 26/05/18. 3. KWP 10/17. 4. Value LC ROS (Wtd) % Chg vs YA MAT Total GB Nielsen 19/05/18. 5. Nielsen Total Convenience 2017 vs 2016 excluding new launches 19/05/18

GREAT TASTE
50% LESS SUGAR
NOTHING ARTIFICIAL

SYMBOL NEWS

P&H fall behind McColl's sales loss

McColl's annual like-for-like sales have declined by 2.7% following the collapse of Palmer & Harvey in November 2017.

The decline was revealed in the chain's results for the 26 weeks ending 27 May, where year-on-year revenue in the same period grew 19.2% to £601.7m.

These results come as McColl's is to transition supply of 1,300 stores to Morrisons in August, while a separate contract between 300 other stores and Nisa is to cease in 2020.

McColl's, in the trading update, said: "Like-for-like sales were impacted by supply chain disruption and relatively poor weather. Year-on-year revenue growth was driven by the acquisition of 300 stores."

Henderson updates EPOS

Northern Irish Spar wholesaler The Henderson Group is rolling out nationwide updates to its EPOS system, the latest of which allows independent retailers to process separate transactions for food to go services.

Additional updates allow store owners to switch their tills to a self-checkout mode alongside interaction with the Zapper smart-phone app. More than 520 Spars across Northern Ireland and the UK have access to the system.

Henderson Technology retail technology channel manager Kristine Moore told RN: "There have been more than 400 new features and improvements added to EDGEPOS in the past year, 62 of which were chosen through specific retailer requests."



New Nisa forecourt for John Stevenson

Nisa retailer John Stevenson has opened his third forecourt store in North Yorkshire. The 2,600sq ft shop in Northallerton is based in a market town and received a craft gin display, LCD lighting and modern floor coverings as part of its six-week refit. Mr Stevenson said: "The great weather has really helped, but I'm confident once we get our food to go fully operational, with the arrival of Subway, we will see sales increase."

Wholesaler on track to reach 200 stores 'We've seen consistent growth throughout the year'

Community and snacks will unlock store growth

by Alex Yau

alex.yau@newtrade.co.uk

JW Filshill has highlighted community engagement and sharing snacks as key focus areas, as the Scottish wholesaler is on track to increase store numbers from 180 to 200.

Filshill's retail sales director, Craig Brown, told RN: "Our ongoing growth has been partly driven by increasing sales of snacks, especially in the sharing formats."

"We have seen a sales increase of 20% in the

category, which has been helped by major events, such as the World Cup, and the hot weather. The category is not just a seasonal trend, either, and we've seen consistent demand throughout the year. We have also got an extensive range of specialist craft alcohol, which has been popular among customers."

Mr Brown added engagement between its KeyStore shops and their local communities has also been

helpful in the wholesaler's recent growth.

"We work closely with local schools and children's football teams to either help fund any events they have or provide any products they need. It helps generate a positive impression in local communities of the KeyStore brand and the word of mouth helps attract more customers to our stores."

The increase comes as Mr Brown said he expected the company's annual

turnover for the year ending 31 January to grow from £141.9m to £150m. Like-for-like sales for the first half of its trading year have also increased by 10%.

Mr Brown said following the Today's Group's Plan for Profit guide has also been beneficial. "We used the guide in stores to make sure we consistently have products which will sell well alongside the most effective ways to merchandise them."

Booker and Epicurium sign supply agreement

Specialist wholesaler Epicurium has signed an agreement with Booker to distribute products from suppliers it works with to Premier, Londis and Budgens stores.

The agreement, which was signed between the two wholesalers in June, adds to existing

relationships with Nisa and Costcutter. Epicurium Wholesale managing director Ben McKechnie told RN: "We have more than 700 active customers and I expect this deal to add 600 more independent retailers over the course of the next year.

"We will have access to a larger customer base of independent retailers who have already established a good reputation. There is lots of potential and opportunity as part of this agreement."

The County Durham-based wholesaler distributes products

from specialist suppliers which are focused on healthier lifestyles, such as The Primal Pantry, Deliciously Ella, FitBites and Gnaw. Mr McKechnie added the products supplied into convenience stores will vary based on their location and customer base.

NEWS & MAGS

Foc

Deal must address service issues

Menzies acquisition 'cautiously' welcomed

by **Marcello Perricone**

marcello.perricone@newtrade.co.uk

The NFRN has welcomed the acquisition of Menzies Distribution by private equity investor Endless LLP, but has stressed ongoing service issues must be addressed.

The deal, worth £74.5m, gives Endless control of Menzies Distribution Limited and all associated subsidiaries. The company will continue Menzies' focus on media distribution, and plans to secure further partnerships with publishers and national parcel carriers.

David Woodrow, from Woodrow's Newsagents in Bishopton, was optimistic after hearing the announcement. "I'm certainly relaxed about it, and I'm happy to see it will be an independent company and not one of the other distribution companies, like DHL or Amazon," he said.

"Menzies focused on the aviation side and the distribution suffered as a result, and now we will have an opportunity to move forward and educate the new people in the right ways to do the job."

However, NFRN nat-

ional president Mike Mitchelson said despite being encouraged by the news, he remains watchful until retailer concerns are addressed.

"After a period of uncertainty surrounding the future of Menzies Distribution, we cautiously welcome the stability this announcement should bring. We look forward to meeting with the new owners in due course to understand its plans, vision and how it sees the future of newspaper and magazine distribution," he said.

"At the same time, we

will take the opportunity to share members' concerns about current practices in the supply chain which, hopefully, Endless will address. We look forward to seeing some real improvements in the working relationship between the news wholesaler and its retail customers, and would welcome some much-needed investment."

The deal will take effect once it is approved by John Menzies plc's shareholders and cleared by the Competition and Consumer Protection Commission in Ireland.

TI Media closes Soaplife

TI Media, publisher of What's on TV and TV Times, has announced the closure of its weekly mag Soaplife due to insufficient sales.

Despite wholesaler data showing a 7.1% increase in revenue and sales of £2,036,259 for the title between March 2017 and February 2018, the magazine was deemed unviable by the publisher. The issue on sale from 7 August will be the final edition of the 19-year-old magazine.

TI Media's group managing director Angie O'Farrell said: "Unfortunately, despite our last ABC increase, the sales are not sufficient to make the title viable. We've decided to close Soaplife and focus on our remaining TV portfolio."

The closure will leave Hearst's Inside Soap as the last remaining soap title in the market. Hearst declined RN's request for a comment.

Double-face to grow paper sales

Retailers who double-face titles can increase their newspaper sales by up to 3.6%, according to a new report by The Sun publisher News UK. The Value in News report was assembled with data from HIM research on convenience which surveyed more than 20,000 customers. A News UK representative said: "31% of customers will pick up a paper based on the headline, so double-fac-ing bestsellers can increase sales massively."



Reach plc backs local titles

Reach plc has restated its belief in the value of its regional titles in a challenging advertising environment which is creating "uncertainty over the medium".

In its half-yearly financial report, the publisher announced publishing revenues of £330.4m, between January to July 2018, which is an 11.5% increase on the previous year. However, on a like-for-like basis, print revenue declined by 7.4%.

Commenting on the results, Reach's chief executive, Simon Fox, said: "Improved performance from national print advertising coupled with further cost mitigation will support profits over the year."

News experts dispute Ofcom result

News industry experts have criticised a new report by Ofcom which claims readers aged under 28 no longer consume news from print titles.

The Scrolling News report monitored the news habits of 22 participants and found no-one under the age of 28 sourced their news from print.

However, data from News Media Association (NMA) contradicted the findings, revealing nearly half of those aged between 18 and 34 read newspapers every month.

In response to the study, a NMA spokesperson told RN: "Newsbrands are reaching more people than ever before - research shows

that 47% of 18-34-year-olds read newspapers in print every month. Twenty-two respondents for a report is a very small sample size and not necessarily reflective of society as a whole."

Meanwhile, research from publisher TI Media indicates more than 65% of those aged below 28 read magazines every month.

Amanda Wigginton, group customer strategy director at TI Media, said: "We identified a segment called 'Hashtag Heroes', aged 18-22, who are more likely to turn to print for information they are passionate about. If we look at 15-28-year-olds specifically, 66% read or use magazine brands every month."

PRODUCT TRENDS

Sugar tax is revenue-grower

Britvic has attributed a 6.1% revenue growth across its carbonates portfolio between April to July 2018 to the introduction of the sugar tax.

With a strong performance from Pepsi Max in particular, Simon Litherland, chief executive officer at Britvic, said: "Britvic's third quarter results reported revenue of £366.9m, an increase of 3.4% on a strong comparative prior year of 4.5%." When excluding the Soft Drinks Industry Levy, which was introduced in April, the company's revenue decreased 0.6% over the third quarter.

Meanwhile, its still drinks portfolio grew by 11.9%, with J2O and Robinsons both experiencing double-digit growth. J2O, in particular, benefited from a new advertising campaign, which launched in May.

Guinness delivers 8% growth

A strong performance across Diageo's gin and beer portfolios has led to an 8% increase in key brand net sales, the company's 2018 preliminary results have revealed.

Charles Ireland, general manager at Diageo Great Britain, Ireland and France, said: "Guinness delivered net sales growth of 8%, driven by strong performances in Guinness Draught and Hop House 13 Lager. In gin, Tanqueray's popularity continued to grow, gaining share in the category and delivering strong double-digit net sales growth."

Meanwhile, in Scotch, UK net sales grew 6%, driven by Johnnie Walker and Scotch malts.



Retailers told to prioritise growing sharing formats

by **Priyanka Jethwa**
priyanka.jethwa@newtrade.co.uk

Retailers have been urged to invest in larger bag and box formats of confectionery following growth of £9m across the category in the past year.

Mark Roberts, trade marketing manager at Perfetti Van Melle, which owns brands including Fruittella and Mentos, said the figures, from analyst IRI, showed it is imperative retailers adhere to market trends and stock accordingly, prioritising larger,

sharing formats over single portions.

"Confectionery remains in the top four purchases within the convenience channel, ranking behind everyday essentials like bread, milk and soft drinks. Retailers therefore should ensure they're stocking a solid range of popular formats, which at the moment is bags and boxes," he said. Single formats declined by £10m, he added.

Narendra Singh Jadeja, who runs a Londis in London, said sharing

formats are on the way to replacing single portions altogether, and this can be attributed to the decreasing price difference.

"The difference between single and sharing formats is closing, therefore for shoppers it makes sense to pay a few pence more for a larger bag and get more for their money," he added.

In addition, Dan Newell, confections marketing director at Mars Wrigley Confectionery, said typically, shoppers purchasing for nights in are looking for larger packs, so offering

products such as Starburst Tear and Share can help drive sales.

Mark Walker, sales director at Swizzels, added: "People who are relaxing or entertaining at home still want to treat themselves and this is when sharing bags are the perfect option."

Furthermore, price-marked packs are becoming more popular for cash-conscious consumers. The £1 pricemarked Squashies, Choos and Loads ranges make them a good option for these shoppers."

Survey highlights packaging concerns

Around 30% of organic food shoppers would be tempted to buy more products in-store if they were sold in loose, environmentally-friendly packaging.

A new report commissioned by the Soil Association Certification found most shoppers were committed to

reducing plastic and household waste, with a further 67% of those surveyed expecting organic produce to be packaged in a more environmentally-friendly way, compared to non-organic foods.

Clare McDermott, business development director for the Soil Asso-

ciation Certification, said: "The higher expectations shoppers have of organic packaging is an opportunity for the organic sector to make a difference, and for retailers to show themselves leading from the front on the question of packaging waste."

Building on this trend, James Brundle, co-found-

er of Eat17, said his new store in Hammersmith will offer shoppers 100 refillable food lines.

"We want to provide shoppers an eco-friendly option. Shoppers will be able to bring their own reusable containers and refill items such as olive oil, pasta, rice and detergent," he said.

BRAND SNAPSHOT



Healthy indulgence

Mondelez's Cadbury Dairy Milk will be available with 30% less sugar next year, offering consumers more choice and helping manage their sugar intake.



Touting tickets

SHS Group's campaign for W.K.D. includes competitions utilising caps from bottles bought in the off-trade, giving shoppers a chance to win £12k in Ticketmaster vouchers.



Fresh fruits

PepsiCo has added two new flavours to its Tropicana portfolio: Watermelon, Apple & Raspberry and Mixed Berries, available in 300ml formats.



Accessible beverage

AB InBev has launched a gluten-free variant of Stella Artois, making the brand more accessible to a wider range of consumers.



Child's play

Part of a £1.3m investment, Haribo Supermix is heading back on TV, showcasing its new Supermix as part of the brand's 'Kids' Voices' advert.



Energy released

Cadbury Boost+ Protein contains 12g of protein and 32% less sugar than a standard boost, but is made with the same chocolate and caramel combination.



Brioche benefits

Brioche Pasquier has partnered with Thorpe Park to offer customers two-for-one tickets on Pains au Lait and Pains au Lait with Chocolate Chips.



Wine and dine

McGuigan Wines is launching autumn activities including a partnership with food festival Meatopia and its 'Bring a McGuigan' ad campaign.



Hollywood Hooch

Global Brands' promotion for Hooch features the brand giving away a movie with every purchase of a promotional bottle or pack.

WHAT'S NEW

Focus

Protein snacks

With more shoppers looking for food with added benefits, stocking protein snacks can help attract increased footfall



Barebells protein bar

Barebells' Salty Peanut Protein Bar is a premium on-the-go snack, made without any added sugar. Other flavours in the range include Cookies & Cream, Caramel Cashew and Coconut-Choco.

RRP £2.49

Contact will.bush@vitaminwell.com



Dr Zak's high-protein cookie

Dr Zak's High Protein Chocolate Chip Cookie contains 15g of protein, is low in sugar and palm oil-free, and is designed to keep shoppers full between meals. It can be merchandised with on-the-go snacks.

RRP £1.75

Contact ray@dr-zaks.com



Fori meat protein bar

Fori's Oven Baked Chilli Beef Protein Bar is packed with sunflower seeds, cranberries, dates and chilli to make a high-protein snack, suiting customers looking for snacks between meals.

RRP £2.49

Contact info@fori.co.uk



Kiddylicious fruit snacks

Developed for children age one and over, Kiddylicious Raspberry Crispie Tiddlers come in single-portion bags and are made from real fruit and contain no added sugar.

RRP 65p

Contact leanne@kiddylicious.com



Love Corn snack

Love Corn's Smoked BBQ variant is available in impulse bags and is high in fibre, low in sugar and gluten-free. The product is also available in two other flavours: Habanero Chilli and Sea Salt.

RRP £1.20

Contact jamie@lovecorn.com



Little Miracles

Little Miracles' range of organic teas and fruit juices contain less than 90 calories per bottle and are marketed as healthy drinks. They are also free from artificial colours, flavours and sweeteners.

RRP £1.59

Contact info@littlemiraclesdrinks.com

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



Kabuto noodles

Kabuto's Chilli Chicken Ramen Noodles are made with no additives or preservatives, and simply require the addition of boiling water. Retailers can merchandise it next to other ready meals.

RRP £1.99

Contact saleswarrior@kabutonoodles.com



Diablo chocolate

Diablo's Sugar Free Dark Chocolate with Hazelnuts bar appeals to shoppers looking for healthier on-the-go snacks. Its premium packaging also lends itself to a higher price point.

RRP £1.59

Contact info@diablosugarfree.com

ACADEMY IN ACTION



Three-month follow-up:

Responsible Retailing

Following our visit in April to retailer Mukesh Patel's Simply Local in Malvern with category partner Imperial Tobacco, we find out about the improvements he has made while continuing to retail responsibly

IAA ADVICE

- 1 Keep refusal receipts stapled to your notes, and sign off the refusal book every month to keep up-to-date
- 2 Display your food hygiene rating prominently and label foods with the date they were frozen so consumers have clarity
- 3 Introduce checklists to ensure sell-by dates in each section are regularly monitored to reduce waste

THE RESULTS

“ We have installed an EPOS that we use daily to scan fresh food and it enables us to put labels on it. This way, we know when a product is near its expiry date, so we can price it to clear. Our ordering is more exact, resulting in less overbuying, and our wastage has dropped by 8%. We now have the refusal receipts stapled to the log book, but we haven't had to use this much.”

PARTNER ADVICE

“ It's great to see Mukesh has improved how he retails responsibly, following the advice we gave. It's important that he continues to follow processes to maintain good practices and see even greater results in the future.”

Rob Taylor and James Hall
 Communications Executive
 and Anti Illicit Trade Manager, Imperial Tobacco



FIND OUT MORE

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

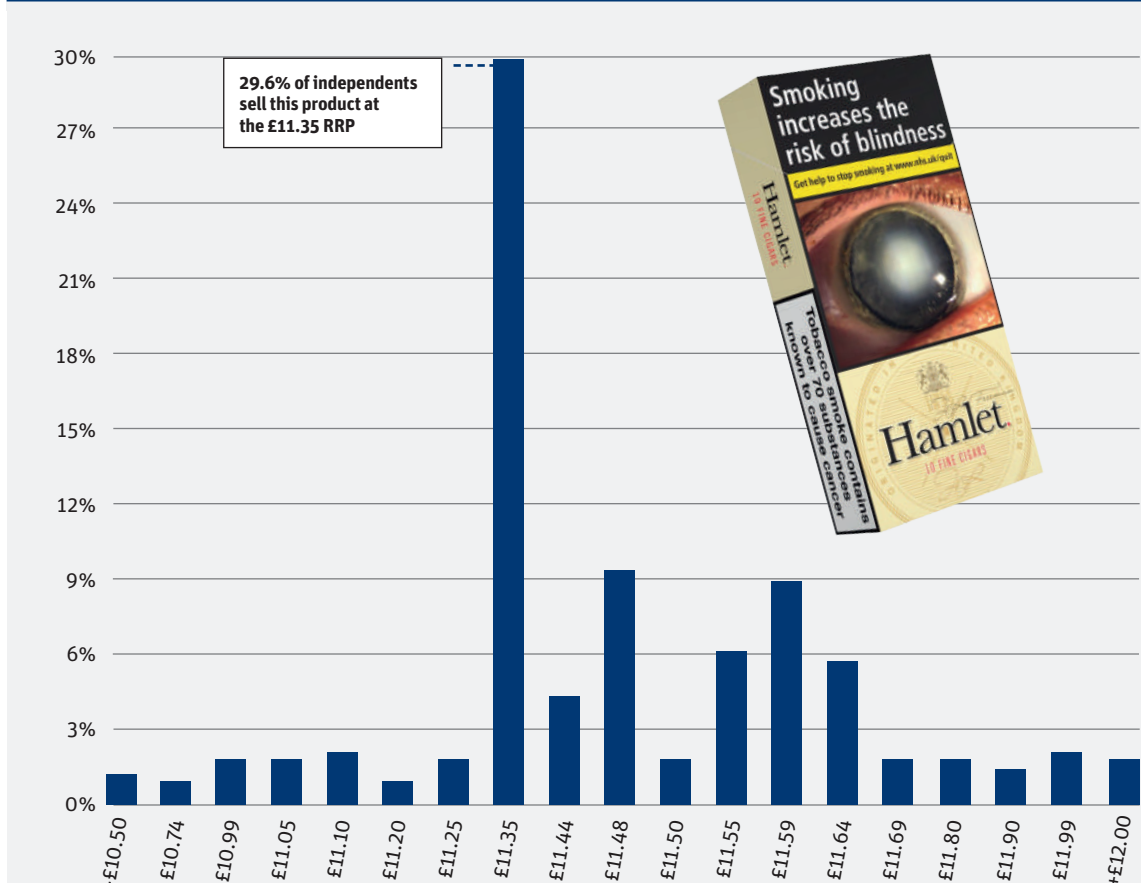
Next week: Service to the Community

PRICEWATCH

Profit checker Cigars

Price checker

HAMLET FINE 10-PACK Price distribution %



Analysis

This week's most popular price point for a 10-pack of Hamlet Fine cigars, according to our Profit Checker graph, was Booker and Bestway's £11.35 RRP – an option chosen by 29.6% of stores.

For those which chose alternative prices, the preferred option – chosen by 51% of retailers – was to charge above RRP, in some cases by more than 75p. The trend is echoed in the Price Checker table,

with 28 prices above RRP and 11 sticking to it.

The overall trend favoured higher margins, with the average selling price for 10 out of 12 products above Booker's RRP for cigars.

PRODUCT
Café Crème Blue 10-pack
Hamlet Fine 5-pack
Castella Classic Fine 5-pack
Café Crème Original 10-pack
Hamlet Miniatures 10-pack
Hamlet Fine 10-pack
Henri Wintermans Half Corona 5-pack
Panama Thin Panatellas 6-pack
Café Crème Filter Red 10-pack
Hamlet Miniatures 5-pack
Moments Blue 10-pack
Royal Dutch Miniatures Blue 10-pack

How we drive our profit

Martin Ward

STORE Cowpen Lane News
LOCATION Billingham
SIZE 441sq ft
TYPE suburban

TOP TIP

Keep cigars in an area which can raise awareness of the products within your shop



We charge the charge the RRP on cigars and we tend to sell the equivalent of an outer of the products every six weeks. I normally place cigars by the till just to make sure customers are aware we sell them. We have a couple of regular customers who come in and buy cigars. One of them tends to buy a box for himself. Our other regular customers are workmen who will usually buy a single if they're having a bad day at work. Cigars are a specialist category and demand isn't as high as cigarettes or rolling tobacco.

Joe Williams

STORE The Village Store
LOCATION Hook Norton
SIZE 1,200sq ft
TYPE village

TOP TIP

Cigars are a specialist category with a concentrated audience, so listen to customers



We normally add 20p to 30p on top of Blakemore's RRP to get average margins of 15%. Cigars are a specialist category and we face competition from a specialist tobacconist based six miles away. The products we stock, which are Café Crème Blue and King Edwards, are determined by customer demand. We don't want to waste money by having stock which doesn't sell. There were times where we bought stock which didn't shift at all. The cigars in my shop tend to be purchased for special occasions by customers who are over 40.

➔ 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 NORFOLK VILLAGE POST OFFICE AND STORE	RETAILER 2 POST OFFICE IN OUTSKIRTS OF EDINBURGH	RETAILER 3 SHOP IN NORTH DERBYSHIRE HIGH STREET	RETAILER 4 CORNER SHOP IN RESIDENTIAL BIRMINGHAM SUBURB	RETAILER 5 NEIGHBOURHOOD STORE IN LARGE HAMPSHIRE TOWN	RETAILER 6 C-STORE IN CENTRAL SCOTTISH VILLAGE
£5.79	£5.69	£5.70	£5.71	£5.78	£5.70	£5.69	£5.85
£5.85	£5.75	£6.10	£5.85	£5.75	£5.75	£5.80	£5.95
£6.35	£6.27	-	£6.35	£6.47	£6.30	£6.35	-
£5.78	£5.69	-	£5.71	£5.78	£5.70	£5.69	£5.45
£5.55	£5.40	£5.70	-	£5.40	-	£5.50	£5.95
£11.42	£11.35	-	£11.10	-	£11.05	-	£10.90
£10.66	£10.59	£10.59	-	-	-	-	£10.99
£6.21	£6.10	£6.20	-	£6.30	-	£6.15	-
£5.75	£5.69	£5.70	-	£5.69	£5.70	£5.65	-
£2.85	£2.75	£3.15	-	£2.75	£2.75	-	£3.00
£4.44	£4.50	-	£4.97	-	-	-	-
£4.61	£4.79	-	£4.79	£4.79	-	-	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Raj Aggarwal

Spar Market Harborough



Insomnia Coffee



Where did you discover them?

I discovered the company more than two years ago when I decided to set up my own franchise as part of the business. It was originally available adjacent to my Spar in Market Harborough, and I've since extended it to another branch in Coalville. I made the decision because I know food to go and coffee are big trends and they can help me differentiate from the competition.

Who buys them?

My store is right in the centre of the local council offices and I get a lot of passing trade from office workers throughout the day. There might also be workmen in the area. A lot of the staff are employed locally, too, which means they know the tastes and background of customers quite well.

Why are they so successful?

My store is the only place to get Insomnia-branded coffee in the area, which helps us stand out more. We also offer an outdoor seating area, which can help trade during the warmer months of the year. The range includes all the staple coffee products, such as pastries, and there are items to suit the tastes of everyone.

Mital Morar

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

TOP TIP

As the cigar category is more specialist, make sure you stick with products you know will sell



The cigar products I stock in my store are Hamlets and Henri Wintermans. I charge RRP and usually get average margins of between 10% and 15%. Cigars are a specialist category and there tends to be less demand than rolling tobacco or traditional cigarettes. The customer base is older and more affluent in comparison to our regular audience of millennials. They normally buy the products for special occasions. We make sure to stock products we know will sell because otherwise we'd be losing money by having stock sitting around.

Jack Matthews

STORE Bradley's Supermarkets
LOCATION Quorn
SIZE 2,600sq ft
TYPE residential

TOP TIP

Keep your cigar range tight and make sure you stock the bestsellers in the category



Cigars aren't as big of a seller as cigarettes or rolling tobacco for us, so we normally stick with the recommended range of products. The selection of cigars in the shop includes Café Crème, Hamlet Miniatures and Panama. We stick to RRP, which gives average margins of 5%. The customer base for cigars is more concentrated among the older generation and we have a few regulars in this age range who consistently purchase cigars. It is important to really work out what the bestsellers are and stick to them.

REGIONAL NEWS **NFRN**

Scotland

Bulk sales concerns

A roundsman has raised fresh concerns about the impact of directly-supplied bulk paper sales on retailers, after losing an account with the Hilton Glasgow Grosvenor hotel to supply the i.

Scottish district president Rory O'Brien was told the hotel was cutting costs and removing him from the delivery chain. "Menzies now delivers the papers straight to them for a much cheaper price," he said. "This loss will cost me £300 a month.

"I used to supply them with five copies every day. By offering bulk copies at such a cheap price, the publisher is devaluing traditional newspaper sales."

Last month, independent retailers around the UK reported similar concerns when a deal with major bookmakers to distribute the Racing Post directly was announced.

Yorkshire

Retailers challenge Menzies

Retailers in Yorkshire challenged Menzies to improve the service from its Sheffield depot at a meeting with the wholesaler last month.

Poor deliveries topped the list of complaints from NFRN members as they met with management staff at Menzies' Wakefield depot.

District president Jay Banning said: "They told us they'd been having difficulties with drivers for eight weeks. They've assured me the drivers in question have been replaced and things should now be resolved.

"We have had problems with them in the past, but we will get an update from them during our next meeting once it has been scheduled."

South West

Newstrade should be concerned 'We've had three newsagents give up selling news'

Publishers urged to back stores on carriage charges

by Megan Humphrey

megan.humphrey@newtrade.co.uk

Retailers have called on publishers to take more action against increases in carriage charges amid fears over the diminishing profitability of news selling.

The issue was debated by the NFRN's South West district at a council meeting last week, after Smiths News announced a 2.1% increase in its carriage charges, due to take effect on 2 September.

Ray Monelle, from

Everyday Orchard News in Weston-super-Mare, said publishers need to be more concerned by the increase.

"We have spoken to them in the past and it is clear they are worried about the news industry, but I don't get the sense they are as concerned about delivery charges as they should be," he said. "Since the announcement, we have already had three newsagents give up selling news altogether. We need to lobby and meet publishers as much as possible."

District president Derek Cook said news sellers also needed to lobby harder against the rises. "Discussions should come from grassroots newsagents or roundsmen, because without these people there wouldn't be a news industry," he said.

However, he added this is difficult given the decreasing number of news outlets. He said: "There are still lots of people reading news, but it's costing retailers more and more to put it on their shelves.

"As a result, newsagents are looking at the square footage of their shops and thinking they can't afford to display news anymore. There is a fear that soon there will be less news outlets out there."

The NFRN met with Smiths News to argue members should receive compensation for the failing service. The wholesaler agreed to take the proposal away for consideration.

Mr Monelle also confirmed the NFRN is in discussions with the CMA.



Northern, Yorkshire, North West

Trade day 'successful'

A trade day last month gave up to 50 retailers the opportunity to quiz Menzies Distribution on delivery issues and take advantage of industry deals.

The event was held at the wholesaler's Wakefield depot and was organised as part of a joint initiative with the NFRN. The day attracted

70% more attendees from the Yorkshire, North West and Northern districts than last year.

Yorkshire district president Jay Banning said: "The day was very successful. This event gave members who don't attend their district or branch meetings the opportunity to see what we do and talk to us

directly, rather than over the phone."

During the day, members raised specific issues of late and missing papers, and were able to see the wholesale operation first hand on a depot tour.

"We also managed to recruit a new member that had travelled all the way from Nottingham," said Mr Banning.

Upcoming regional trade events

NFRN/Newstrade 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

YOUR VIEWS

■ Why has the Telegraph changed our vouchers?

It has been a little annoying since the Telegraph changed the format of its weekly vouchers. The Telegraph has 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'll 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 vouchers. They could have just left it as a weekly strip – instead, I'm left in a position where counting the strips is really difficult. I'd like to know why they have done this.

Raj Wadher
Upton News, Berkshire

The Telegraph queried the retailer's letter and a formal response will be published in the next issue.



■ PayPoint communication was poor

Two weeks ago, there was a technical issue with PayPoint where its terminal went down. I understand that it affected around 9,000 businesses, but it would have been helpful if they had sent us an email explaining what was going on. I sent them three separate emails that day with no response. My concern is that we are paying a lot of money to use this service and they aren't doing anything – I even requested that a manager call me and they refused. So, finally, when I was able to get through to speak to someone, they said they couldn't compensate me, even though I lost £200 to £300 that day because of them. I totally understand that it wasn't just me affected,

but all I wanted was some help. The way they treat their customers isn't right.

Raj Singh
Premier, Spencer Road Store,
Reading

A PayPoint spokesperson said:

"Our customers are our highest priority and all those affected by these issues will be contacted over the coming week regarding making good the commission they lost as a result of the disruption. At the time, our priority was to understand the problem and fix it, providing updates through the terminals and our customer service systems. Card and EPOS transactions on PayPoint One remained unaffected during the PayPoint bill payment transaction outage. We are sorry for the disruption to our services during that day and are making every effort to minimise the chances of something like this happening again."

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I don't know about anyone else, but I for one have decided the novelty of all this incessant heat has worn off. It takes me right back to 1976, when it went on for weeks. In fact, it became so serious that the government made Denis Howell the new minister for drought. Maybe the present government should do the same thing because, as I remember, he had only been in the job for two days and it started raining at some part of the day for five weeks. You see, Mother Nature does eventually balance herself out.

It was the Newport Horticulture Show on 14 July – it's only on for one day but it is classed as one of the best in the country. The weather meant that there were thousands of visitors, but because it was so hot, the grand parade was cancelled for the sake of the animals to prevent them becoming distressed. But apart from that, the day went well.

This heatwave is causing the farming community a problem because there is no grass on the fields for the animals to graze on. They are having to feed them with what should be the next winter's food, meaning that they will have a further problem towards the latter part of the winter.

Last week, I had an interesting conversation with a very nice young couple called Tom and Julie. They have a company called Newstrade and it turns out they have newsrounds all over the place.

Woodseaves is getting ready for the annual Scarecrow Festival. It seems to be getting bigger and better as the years go on. Let's hope they have a successful fundraising weekend.

YOUR SAY Small store overdrafts have increased by 33% in the past year. How would you like to see banks support you more?



Mehmet

Simply Fresh, London
I've had no experience with it yet, but I'm thinking of applying for a loan soon and would consider a short-term one of about five years before a long-term loan. If longer-term loans are not available anymore,

but short-term are still around, it may not be so bad – if it's an option to get more loans out instead of denying them, then it's welcome.

Ar

Ahmed Newsagents, Coventry
It's not a burden that

I have personally felt, however, I do think banks need to take the time and analyse each case individually before making decisions. Since they got rid of bank managers and installed a central computer system, it's become very impersonal. If they came and visited us in-store like they used to and looked at our situation, us independent retailers would be in a better position overall when it comes to overdrafts.

Raj

Spar Hackenthorpe, Sheffield
The banks are not currently doing enough to help small businesses. They don't think we have enough clout and the process of getting support is taking too long because we have to jump through so many hoops. One of the things I'd like to see change with the current banking system is the time it takes to get financial support from them. These processes should be approved more quickly.

RN READER POLL



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

NEXT WEEK'S QUESTION

Would you submit payment issues as evidence to be lobbied in government?

Vote now at
betterRetailing.com

SPECIAL REPORT

Supermarket ideas to learn from

Meat alternatives, till-less shopping, plastic reduction. The supermarkets have taken steps to modernise their offerings. Could their innovation spark ideas for your store?

Tom Gockelen-Kozlowski investigates

In towns and cities across the UK, supermarkets are working on their next big ideas and trialling new technology, ranges or ways of working which will either boost their sales or crash and burn.

With the arrival of international online competitors such as Amazon, the speed of this innovation has increased. Better customer service, more convenient stores, healthier ranges – if there is a trend or customer demand out there, the supermarkets are trying to meet it.

Yet, in such a fast-changing market, surely the real losers will be smaller businesses which have limited or no access to the technology and insight driving these developments?

Perhaps not. Independent retailers' hands-on experience provides a unique perspective on the trade. Delve into the most striking new ideas and there is often a simple core concept that smaller businesses have been aware of for generations.

Take deliveries – stores big and small have been spooked by the rise of Uber Eats, Deliveroo and the manifold other food delivery services to emerge in recent years.

While some retailers, such as One Stop's Sunder Sandher, have been

getting involved by working with these companies directly (and eulogising about doing so at events such as the Local Shop Summit), others are going back to basics.

Jaina Patel recently took on her own business having grown up in a family steeped in retail. Her Booths Convenience Go Local came with an established HND round of 400 and – seeing how home delivery was changing retail and food service in her native town of Luton – she decided to use this existing network to transform her business.

“We’ve already started leafletting our HND customers and are using this service to deliver eggs, milk and bread,” she says.

With 600 new homes being built in her village, Jaina expects this service to grow exponentially.

It’s a great example of how retailers can utilise their skills to beat the supermarkets at their

own game and how, in many cases, they’re already doing it.

So, this week, RN has taken a look at innovations being trialled in UK supermarkets and searched for a way that independent business are already doing (or could do) the same or similar things in-store today.

Are you ready to beat the supermarkets at their own game?



Supermarkets are investing in specialist staff to improve customer service



Sunder Sandher has reaped high profits from his Deliveroo service



Self-scanning equipment is one way the multiples are improving shoppers' experience in their stores

**The supermarkets' idea
Shopfloor specialists and
ambassadors**

At the premium end of the market, engaging customer service is becoming central to supermarkets' point of difference. Waitrose is introducing shopfloor "food ambassadors" to provide customers with further information about products, how to use them and give its stores a general higher standard of customer service. The idea comes after the supermarket announced 11 new in-store "healthy eating specialists" operating in its business, with the number rising to 100 by the end of the year. Moira Howie, nutrition and health manager at Waitrose, says: "Many shoppers have the best of intentions to be healthier, but busy lives get in the way. We know that small steps, top tips and nuggets of advice can help customers get started and, importantly, stay on track."

What indies are doing

The focus on in-store service highlights the fact that many supermarkets know pretty soon they will not be able to compete on price or convenience. Small-sized independent stores with long-standing links to the community and located in places perfect for last-minute top-up shops are far better placed. But there is opportunity to improve your offer by educating your staff on given categories. Suppliers from every category are increasingly offering independents training to help turn staff into experts to help upsell their products.

Verdict independents win

Supermarkets are investing in their staff's expertise long after independents and their suppliers have begun this process.



Sainsbury's has been quick to stock next-generation meat alternatives



Small steps, top tips and nuggets of advice can help customers get started, and stay on track



**The supermarkets' idea
Trailblaze for meat
alternatives**

No sooner had the buzz about bleeding vegan burgers in California begun than Sainsbury's announced the imminent arrival of the Beyond Meat range in its own stores. There are an estimated 22 million so-called flexitarians in the UK, meaning the market for these products extends well beyond the limits of the vegan community. Indeed, such is the promise of these new high-tech meat-style products that backers include Microsoft's Bill Gates. The range arrives in stores later this month.

What indies are doing

Symbol bosses from across the market are now discussing the

importance of catering for meat-free lifestyles, and stores are noticing the trend, too. Chris Athanasiou, of Tony's Continental in East Finchley, told RN earlier in the year that vegan produce makes up 20% of his weekly sales. "We have handwritten displays and we stock the category near gluten-free or world foods because they go well together. Sales used to be in single figures and the appeal for non-vegans is growing," he said.

Verdict multiples win

Independents will always be able to adapt their ranges faster, but next-generation meat alternatives will be stocked in the supermarkets first.



SPECIAL REPORT

The supermarkets' idea Shopping without the till

Following the arrival of Amazon Go in the US, Tesco is trialling a similar system in a store within the supermarket's headquarters in Welwyn Garden City. Both systems rely on customers downloading apps which are then used as self-scanners, replacing the need for tills. At Amazon's Amazon Go store, there is a considerable array of cameras used to record purchases and cut theft. Steve O'Neill, group marketing director at PayPoint, described Amazon's version as a "really slick concept", while Nisa retailer Harris Aslam commended it as the "finest example of technology disrupting convenience". With Tesco's budget and its near-Amazon-sized level of ambition, anything the company brings out to its wider estate will likely be just as cutting edge.

What indies are doing

Waitrose, too, can stake a claim for innovation thanks to its Quick Check self-scan service. Yet, it is hard to see independents being able to afford the hi-tech cameras and apps that allow stores such as Amazon Go to function. However, Steve O'Neill says the important lesson from any of these innovations is to focus on the ways they can free-up staff and store owners to improve the overall

customer experience. "It's about how technology works with people to create a better experience for people," he said. New systems are being developed to facilitate this. Henderson Technology, for example, has based the EPOS system it is currently rolling out on retailer feedback requesting help to manage peak times, enhance customer experience, reduce wait times and manage overstaffing.



Verdict draw

Major chains start at such a disadvantage when it comes to customer service that freeing staff up to focus on this will merely help them catch up.



Supermarkets are investing in technology to modernise shopping and payment



Tesco is trialling till-less shopping at its Welwyn Garden City headquarters

The supermarkets' idea Create a discount brand

In an apparent tribute to Tesco founder Jack Cohen, the supermarket's new planned rival to Aldi and Lidl is named Jack's and will soon have 60 stores across the UK, according to the Independent. There has been talk of a multiple-launched discounter for as long as discounters have operated, yet Sainsbury's short-lived venture to bring back Danish firm Netto to the UK highlights how difficult this has proved. However, the two German discounters' continued success means this is an endeavour the larger groups will continue with, if they deem it the best way to claw back market share.

What indies are doing

The rise of the discounters has not gone unnoticed by independents or their suppliers - how many big-brand confectionery sharing bags have stuck rigidly to £1 pricemarks,

no matter how small the product becomes? But store formats such as Family Shopper and discount ranges available more widely from wholesalers, have allowed independents to get in on the act, and independents benefit from the fact a big shop at a discounter is wholly different to a top-up shop at a local store. Sunita Kanji - who runs a Family Shopper in Bolton - has transformed her store into a discounter-style business with brands and products dictated by price alone.

Verdict draw

Since the financial collapse of 2008, pound zones have become ubiquitous in UK convenience stores. The sometimes surprising mixture of items these ranges contain have only helped drive repeat visits and aided convenience stores' position as a local destination to find everything a customer needs.



£1 confectionery allows indies to rival discounters and offer great value

Primier
The Local

The supermarkets' idea
Introduce big-name
concessions

Sainsbury's is adding an extra touch of class to its bakery ranges with Patisserie Valerie concessions in 50 stores. The Sainsbury's website allows customers to create their own gâteau and also offers a number of the premium café's wedding and celebration cakes, individual treats and gift cards and vouchers. The move comes as Sainsbury's has also been trialling – with the help of Unilever – a series of Ben & Jerry's ice cream counters. The arrival of these concessions comes just months after Spar boss Debbie Robinson told RN that bringing brands in-store – rather than consolidation – remained at the heart of her strategy for success in convenience.

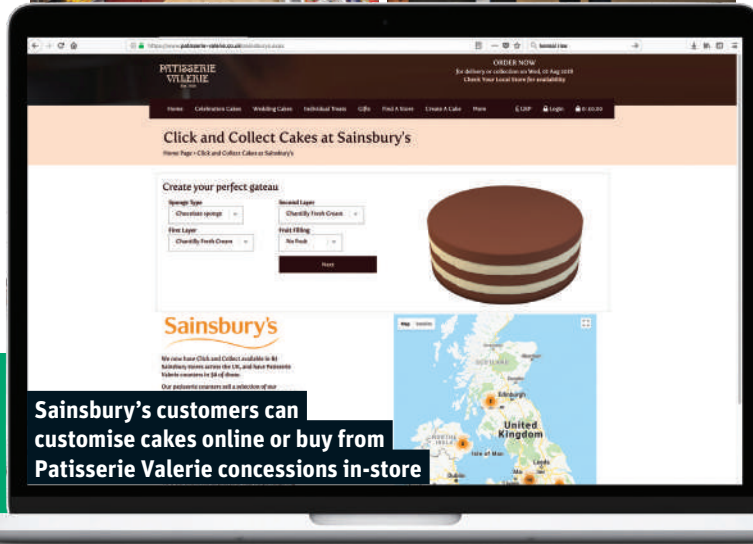
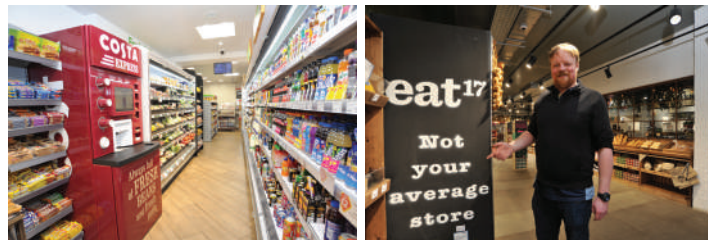
What indies are doing

Spar's relationship with Subway, among others, highlights that retailers have many ways to engage with major brands. How many

independents retailers also have a Costa Coffee machine? Where independents are going one step further than the supermarkets, however, is by working with other local businesses – particularly restaurants – to turn their businesses into community hubs. Paul Gardner's Budgens in Islington, Mital Morar's Ancoats General Stores in Manchester and the latest Eat17 store in Bishop's Stortford are all great examples of this, as are the hundreds of independents who have, for years, teamed up with local florists, butchers, dry cleaners, manufacturers, farmers and more to support each other and offer customers a local network of products and services.

Verdict independents win

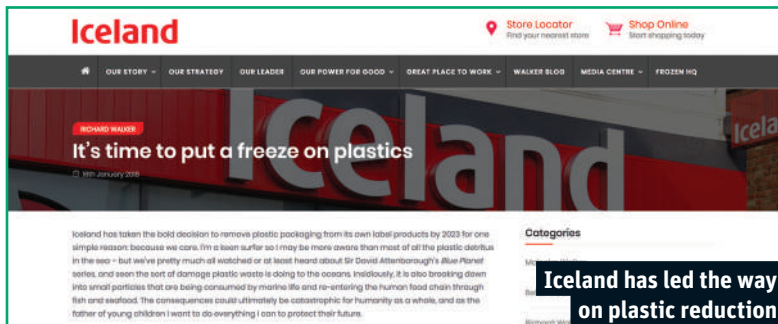
Supermarkets are merely becoming brave enough to do something that independent retailers have known is a good idea for decades.



Sainsbury's customers can customise cakes online or buy from Patisserie Valerie concessions in-store



Sourcing fruit and veg from local suppliers can cut packaging use



Iceland has led the way on plastic reduction

The supermarkets' idea
Reduce plastic usage in-store

Iceland has been stealing the headlines for its plastic reduction strategy and its eye-catching commitment to be plastic-free on its own brand packaging by 2023. Most recently, the supermarket has extended its London trial out to stores across the UK. The company's managing director, Richard Walker, says: "Through our trials, we hope to understand how to make it easier for people to act in an environmentally-conscious way while tackling the threat of the millions of plastic bottles that go unrecycled every day." Iceland's own research shows that 80% support the move and 68% believe other supermarkets should follow suit.

What indies are doing

Stores are working to cut their use of plastics, particularly on fruit and vegetables. The businesses which

are a step ahead of the rest are those – like Linda and Dennis Williams' Premier Broadway in Oxfangs, Edinburgh – which source much of their fruit and vegetables from a local independent wholesaler. More widely, convenience stores will likely rely on the efforts of suppliers to reduce the environmental impact of their products. ●



Verdict multiples win

This is one example of where size matters, but Iceland's lesson to independents is this: if you've got news on the environmental impact of your business, it pays to shout about it.



KEEP SALES ROLLING ON.

30g for £10* and 12% POR**

 **THERE'S CIGARETTES.
THEN THERE'S MARLBORO.**

This communication is for the information of tobacco traders only. *RRP = Recommended retail price. All on shelf prices are selected by the retailer alone. **POR = Profit On Return. Margin is calculated on the stated RRP (recommended retail price). All on shelf prices are selected by the retailer alone and margin may therefore be affected by the retailer's chosen selling price. Pack images are for illustration purposes only and do not represent actual packs produced by Philip Morris for retail sale which comply with legal requirements for the retail packaging of tobacco products.

**Tobacco smoke contains over 70 substances
known to cause cancer**

TOBACCO & E-CIGS

Get your staff clued-up

In an era of display restrictions and plain packaging, how can you train staff to protect your sales?

Priyanka Jethwa spoke to five suppliers to find out



Liberty Flights says it is vital that retailers' staff understand the importance of displaying vape products on the counters in special units to attract the most sales in the category

Peter Herkes

National sales manager, Liberty Flights

Even though we are very restricted in terms of what we can say and promote, vaping as a sub-category is in a more enviable position than traditional tobacco products. Retailers can ensure their staff know to display vape products on counters and in eye-catching display units rather than having to be hidden away. This really helps customers to see what you stock and drive sales.

Philip Morris says getting basics such as range, availability and display right is essential if independents are to take their share of sales

Matt Tisdall

Head of sales, Philip Morris International

With 2.9 million vapers in the UK, retailers should ensure their fixtures are visible, well merchandised and fully stocked so shoppers can easily identify products. Also, 70% of e-cig users purchase their products through specialist e-cig stores, so to compete for a share of these sales, independent retailers should ensure their staff stock a full range of reputable products from well-established brands such as Nicocig or Vivid, so all consumer types are catered for.

Blu, by Imperial Tobacco, is advising retailers to train their staff with display management and pricing strategies by investing in gantries, alongside advising retailers to stick to the RRP

Sophie Hogg

Head of next generation products, Imperial Tobacco

We believe behind-counter displays still have an important role to play in the sale of tobacco, accessories and vaping products. They clearly and legally signpost that vaping products are for sale, showcase retailers' wide range and availability of products, and offer secure storage.

Furthermore, while it is ultimately up to retailers to set their own prices, we always advise pricing at RRP or below. Following RRP will enable retailers to profit from this lucrative category while also allowing them build strong customer relations, further establishing their store as the destination for their customers.



Stock a full range of reputable products from well-established brands



TOBACCO & E-CIGS



Scandinavian Tobacco Group is urging retailers to make sure their staff engage in conversations with their shoppers to find out what products they want out, and to ensure their gantries have a wide choice of pack sizes

Jens Christiansen

Head of marketing and public affairs,
Scandinavian Tobacco Group

It's important that retailers tailor their cigar range to their store and customer demographic. By engaging with shoppers and discussing what they're looking for, retailers and their staff can adapt their ranges accordingly to ensure they meet their needs, and aren't at risk of losing out on sales to competitor stores.

Cigars still benefit from being exempt from the restrictions around minimum pack sizes and standardised packaging. This means some cigars are now the cheapest option available on shelf, which may attract existing smokers from other categories. We advise retailers to stock a wide cigar range to ensure all bases are covered and that consumers always find what they are looking for.



JTI recommends retailers teach their staff about the value of stocking premium tobacco products and focus on how they merchandise it to increase sales

Stephane Berset

Head of marketing,
JTI

There is still significant demand for premium and mid-priced brands, so by ensuring retailers stock a full range that reflects their customers' demand, they can avoid losing out on sales and continue to be a destination store of choice for existing smokers.

Plus, retailers can help build brand loyalty by stocking a consistent range of vaping products and training staff to speak confidently to customers about their range. By doing so, they will drive repeat footfall from vaping customers who know their local retailer stocks their brand.



There is still significant demand for premium and mid-priced brands

Imperial Tobacco is urging retailers to ensure their staff are aware of how to prevent illicit trade by following advice from its dedicated anti-illicit team

James Hall

Anti-illicit trade manager,
Imperial Tobacco

Imperial Tobacco has a dedicated field-based anti-illicit trade team, and we've now launched our unique Suspect it? Report it! app, too. All members of our sales team have the app loaded onto their tablets, allowing them to collect and process information supplied by our retailers, in total anonymity, quickly and efficiently. ●

THIS WEEK IN MAGAZINES



Launch of the week

A PAPER FOR ENGLISH FOOTBALL LEAGUE FANS

The nation's love for football has been reignited by the World Cup. Take advantage of this with the relaunch of The Football League Paper, an EFL-dedicated title for non-Premier League supporters

THE NEW ENGLISH football season kicks-off on 3 August, meaning Greenways Publishing is back with its specialist publication. Relaunching on 5 August after its yearly hiatus, The Football League Paper offers fans of football outside the Premier League their own dedicated newspaper.

The Paper is focused on the EFL Championship, League One and League Two, and includes news, features and match reports as part of in-depth coverage of all 72 EFL clubs.

Greenways is offering free PoS material to retailers, and a retail margin of 25% means each copy sold nets retailers 37.5p, so make the most out of this opportunity.



THE FOOTBALL LEAGUE PAPER
On sale 5 August
Frequency weekly
Price £1.50
Distributor Mail Newspapers
Display with national newspapers

My week in magazines



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

A NEW FOOTBALL SEASON BRINGS OPPORTUNITIES

With the World Cup in the rear mirror, all football fans and publishers turn their eyes towards the next big tournament in town: the Premier League.

Starting on 10 August, the top level of the English football league system also has several lower leagues in tow, including the EFL Championship, League One and League Two. To capitalise on that, every major football title is launching special editions.

In conversation with various publishers, it becomes clear independents are an essential part of their sales strategies. Greenway Publishing's League papers and Football Grounds bookazine are expected to generate more than £2.5m in revenue – 40% of which is through independent retailers – while TI Media's Football 2019 guide is expected to sell 15% of its 14,500 circulation through independents.

Magazines like FourFourTwo and When Saturday Comes are also putting out special season guides, aimed at updating fans on the latest happenings and introducing newcomers to the tournaments. FourFourTwo's Season Preview has been the brand's best-selling issue of the year for the past two decades, and Future expects it to continue that trend.

The World Cup buzz may have converted a few readers to the sport, so make use of this opportunity to generate extra sales.

Opportunity: football
 Group football magazines and display them front of shelf to capitalise on the increased interest generated by the start of the season.

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?



Call 020 7689 3350

THIS WEEK IN MAGAZINES

marcello.perricone@newtrade.co.uk
 020 7689 3350
 @Marcello_RN
 facebook.com/thisisRN



THE NON-LEAGUE PAPER

- This publication is back in print for the 2018/19 National League season and its feeder leagues in England and Wales, and includes news, profiles and coverage of the tournaments.
- Retail margins are set at 25%, providing 37.5p per copy sold.



On sale 5 August
Frequency weekly
Price £1.50
Distributor Mail Newspapers
Display with national newspapers



ROYAL LIFE

- Royal Life is a magazine focused on the royal family and includes the latest news, photographs and interviews about members of the family
- August-September's issue concentrates on the Duchess of Cambridge's third child, Prince Louis, and also contains news about Trooping the Colour and Prince Charles' visit to Australia.



On sale out now
Frequency bimonthly
Price £4.50
Distributor Intermedia
Display with Woman's Weekly, Country Life, Hello



MODEL RAIL

- This hobbyist magazine is aimed at both amateur and veteran fans of model trains, and includes reviews, guides and news about the miniature rail genre.
- The summer issue comes with a free deluxe materials catalogue, listing types of glues, solutions and other accessories designed to make modelling projects easier and faster.



On sale out now
Frequency monthly
Price £4.30
Distributor Frontline
Display with Railway Modeller, Hornby Magazine, British Railway Modelling



FOURFOURTWO

- The season preview has been FourFourTwo's biggest-selling issue of the year for the past two decades, and it is back again in 2018 for the run-up to the new season of the Premier League.
- It features news, articles and interviews about new signings and coaching appointments, alongside a profile of every team from the top four English divisions and the Scottish Premiership.



On sale out now
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Match of the Day, Kick, Match



PRACTICAL PHOTOGRAPHY

- This specialist photography magazine includes photo shooting tutorials, camera reviews and advice about how to adjust the camera to get the best shot.
- September's issue compares several compact cameras and gives away CyberLink software worth £90.



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



Bestsellers Football

Title	On sale date	In stock
1 Match of the Day	24/07	<input type="checkbox"/>
2 Kick!	13/07	<input type="checkbox"/>
3 FourFourTwo	01/08	<input type="checkbox"/>
4 Match!	24/07	<input type="checkbox"/>
5 World Soccer	20/07	<input type="checkbox"/>
6 When Saturday Comes	02/08	<input type="checkbox"/>
7 Inside United	13/07	<input type="checkbox"/>
8 Celtic View	25/07	<input type="checkbox"/>
9 Liverpool FC Magazine	10/07	<input type="checkbox"/>
10 Arsenal Magazine	17/07	<input type="checkbox"/>
11 Match! Football Crazy	27/07	<input type="checkbox"/>
12 Football Weekends	26/07	<input type="checkbox"/>
13 Chelsea Magazine	11/07	<input type="checkbox"/>
14 Backpass	29/06	<input type="checkbox"/>
15 Everton Magazine	19/06	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

Price change	Launch	Frequency change	Bumper issue
One shot	Special issue	Free gift	Competition

COMING UP IN NEXT WEEK'S RN

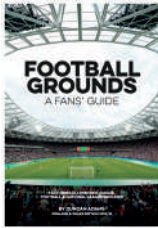


Sales tips for sharing packs in six top categories

RN helps you profit from the biggest formats in-store. Plus, benchmark your ice cream prices in our latest Pricewatch guide and get advice from Kerry Foods to make the most of your chilled snacks range



THIS WEEK IN MAGAZINES



FOOTBALL GROUNDS: A FANS' GUIDE

- This special bookazine is aimed at any supporter who intends to follow their team away from home during the 2018/19 football season.
- It includes all 92 grounds of the English Premier and English Football Leagues, alongside all National League club stadiums and Wembley Stadium.

On sale 5 August
Frequency one shot
Price £7.99
Distributor Intermedia
Display with FourFourTwo, World Soccer, When Saturday Comes



REAL HOMES

- This home interest magazine is being relaunched with a new visual identity and editorial content to appeal to newer readers.
- The focus of the magazine is still the same – it includes customisation tips, analysis of homes and the latest design ideas to inspire its readers to change the place they live for the better.

On sale out now
Frequency monthly
Price £3.99
Distributor Marketforce
Display with Good Homes, Ideal Home, House Beautiful



Q JUNIOR PUZZLES

- A puzzle magazine aimed at kids, Q Junior includes a mix of puzzles and activities such as crosswords, kriss kross, wordsearches and riddles.
- This issue includes a free pen and a competition to win a Sony PS4 with the games FIFA 18, Lego Marvel Super Heroes and LittleBigPlanet 3.

On sale 8 August
Frequency bimonthly
Price £2.99
Distributor Marketforce
Display with Quiz Kids, Lego Ninjaboys



SPECIALIST CHOICE BILL PALMER, MAGAZINE HEAVEN, RUSHDEN CACHE

Who buys it?
 All ages, from kids to adults. Anyone with an interest in outdoor pursuits, treasure hunting, walking and problem solving.

How do you display it?
 On its own on the shelf, alongside Treasure Hunting and The Searcher in the outdoors and walking section.



On sale out now
Frequency bimonthly
Price £3.95
Distributor Seymour

Expert advice Neil Wooding

Marketing manager, Greenways Publishing



At Greenways Publishing HQ, we have been busy preparing for the return of The Football League Paper after its usual three-month summer break, while simultaneously putting the finishing touches to the new edition of Late Tackle magazine and our bookazine, Football Grounds: A Fans' Guide.

The structure of the non-league football pyramid has been revamped by the powers that be, meaning there are extra leagues for us to cover. We are increasing the pagination of The Non-League Paper by an extra 20% to fully cover these additions and allow us additional space for new features and columnists – all for the same cover price of £1.50, a price that we have held constant for more than 10 years.

We are also investing in producing a north and south cover of The Non-League Paper for the first time – it amazes me how much fans accuse us of having either a southern or northern bias when we feature a team from either region on the front cover. We are hoping this not only increases sales, but also will appease the fans and truly show we have no bias.

Our strategy

Who buys your titles?
 Customers who are supporting local league or non-league teams.

How should your titles be promoted in-store?
 Independents are very important to us, accounting for approximately half of our sales. Unlike multiple retailers, independents know their customers better than anyone else, no doubt by sharing a joke or two about the performance of their local football team.

How are you investing in independents?
 We're offering free PoS to retailers. Please contact me to secure it.

Disney • PIXAR

INCREDIBLES 2

Sticker Collection

BRAND NEW!

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

ON SALE NOW

www.paninigroup.com

STOCKTAKING

Professional stocktaking services

Stocktakers to independent:

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



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

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

020 8360 2491

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



To advertise in the
RN classified section
please contact
Khi Johnson:

0207 689 3366

khi.johnson@newtrade.co.uk

NEWSTRAID

Worried about the future?

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

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

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



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

Call the NewstrAid Benevolent Fund now on 01279 879569
or visit www.newstraid.org.uk



We are the helping hand of the News Trade

GROCERYAID



WE'RE NOT BUYING IT.

What are you doing to help grocery people who are seriously ill?

Get involved and show that you're not buying illness too.

Call 01252 875925 or visit www.groceryaid.org.uk @ i n t f

GroceryAid is the trading name of the National Grocers Benevolent Fund, a registered Charity, Reg. No. 10956897 (England & Wales) & SC039255 (Scotland). A company limited by guarantee, registered in England & Wales no. 4620683



FINANCE

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

MIN
2
MONTHS

Trading at least two months?

MIN
MONTHLY
SALES
£3,000

Gross at least £3K monthly?

YOU QUALIFY. It's that simple.

Immediate access to **working capital!**

Approval within **24 hours!**

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

CALL US
0800 368 9695
www.gotcapital.co.uk



BUSINESS FINANCING
MADE SIMPLE



DON'T MISS NEXT WEEK'S ISSUE

OUT
10 AUGUST



In-store project: energise your soft drinks sales

See how two retailers worked with Red Bull to increase their soft drinks sales by more than 15% and get simple tips so you can increase yours, too.



The best independent retailers stay ahead
by reading RN each week. Do you?

ORDER YOUR COPY from your news wholesaler today or contact Kate Daw on 020 7689 3394

TO ADVERTISE in RN, please contact Matthew Oliver on 020 7689 3367

www.betterretailing.com/rn