

RN



INDEPENDENT
Achievers Academy



52 top local shops named in IAA 2018 shortlist

INDEPENDENT ACHIEVERS ACADEMY

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RETAIL NEWS THAT MATTERS ● £2.50 ● 14.09.2018



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of independent retail
since 1889



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WELCOME

The result is a stronger independent voice for independent retailers



Editor - news

Jack Courtez

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020 7689 3371

Feeling left out of the recent spate of mergers, the editorial team at Newtrade has got in on the action. RN and Retail Express have joined forces to cover the big industry issues, and I've made the leap across the titles to ensure the result is a stronger independent voice for independent retailers.

This means holding organisations to account through in-depth investigations, covering every major event and development, providing impartial analysis that retailers can trust and creating research

pieces with the journalistic oomph needed to sway government and businesses.

It's what RN has done for the past 129 years, and the newly-combined editorial team is already striving to build on this reputation.

In this edition, you will learn about all four of last week's big industry events from our reporters on the scene. It includes the latest in the battle to stop a publisher from supplying newsagents with multiples' rejected copies, and reveals what apps and websites successful store owners use to run their businesses.

One of the most interesting things I've learnt this week is the exact relationship between money and happiness in convenience stores.

As the age-old expression claims, money cannot buy happiness. But our research shows it gets a little bit more complex the other way around. For instance, our analysis of Independent Achievers Academy data shows that store owners that set a rota for their staff a week or more in advance have much higher basket spend.

Is it because it makes staff happier, which in turn makes stores perform better? Or is it that a store owner who is organised enough to set rotas at least week ahead is likely to be more organised in other areas of their business as well?

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BREAKING NEWS

Local rage over shop murder

Sunderland residents have expressed anger over the killing of 62-year-old One Stop staff member Joan Hoggett. Ethan Mountain, 19, from South Shields has been charged with murder.

Police found Hoggett at the Sea Road store on 5 September with injuries that were "consistent with a stabbing".

More than 300 locals attended a meeting the following day to demand action. Local resident Aidan Angus said: "People have come together to put a stop to this recent crime wave and highlight the substandard efforts of the police and the local council to protect what was once the most prominent safe place to live in our city."

It is the third death following an incident of violence against shop staff this year.

Retailers rue RBS closures

The closure of an RBS branch in Manchester will add more than £1,000 to retailers' annual overheads.

Paresh Vyas, of Paresh's Premier in Droylsden, will see his closest RBS shut in January as part of 54 planned closures by the group. He told RN: "I'll have to drive six miles to my nearest bank, which will add additional costs in parking and staff wages. I'll be away from the shop for two hours and this will cost £20 extra a week."

Other branches to close include 36 in the North, 12 in the Midlands, Wales and South West, and six in London and the South East.

Happi

Better staff morale means hundreds in extra profit

by Jack Courtez

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Improving morale in convenience stores in line with the national average would increase profits and basket spend, according to analysis by RN.

Based on the last 30 store reviews left for each symbol group and multiple retailer on glassdoor.co.uk, only workers at Bargain Booze and Sainsbury's rated their workplace above the national average.

The convenience fascias received a score of three stars out of five, 13.3% lower than the UK average. Research titled 'Employee Satisfaction and Corporate Performance in the UK' published by the University of East Anglia earlier this year suggested closing the gap would add £635.24 to a store's annual gross profit (based on a gross margin of 20%). Raising staff feedback by one star would add £1,602.63.

The most frequently mentioned topics by convenience store staff were wages, flexibility, rota notice period, career development and management quality.

There was no statistical significance in the ratings given to independent and chain stores.

The link between these topics and store performance is supported by a separate analysis of convenience stores that took part in the Independent Achievers Academy 2018.

Stores that reward staff based on customer service or sales performance have 7.97% higher basket spend than the average, while those that set rotas seven or more days in advance have 16.96% higher basket spend. Those who give staff feedback at least once every three months have 5.8% higher basket spend than those who do not.

Binu Mahal from Arnold Road Premier Stores in Nottingham, said: "Advantages from high staff morale can be seen in any business but especially convenience stores. It shapes customers' experiences and that connection is a major USP. It's the reason people shop for longer and visit more often."

Some symbol groups including Best-one, Premier and Lifestyle Express were not included due to a lack of available data.



Staff

Bargain Booze	3.61
Sainsbury's Local	3.47
Spar	3.27
Nisa	3.22
Tesco Express	3.19
Budgens	3.15
Co-op	3.13
Londis	2.7
Costcutter	2.64
One Stop	2.4
McColl's	2.26

Stores fear post-merger price hikes

Retailers supplied by Landmark or Today's Group wholesalers could see price rises as a result of the merger, according to senior industry sources.

Both companies claim the deal approved at a member vote last week would make the wholesalers it buys on behalf of more competitive through

using larger scale to achieve better deals from suppliers. It would also mean that rebates paid by suppliers to the buying groups will be split between more members.

A senior source at a Landmark wholesaler told RN the merger could dilute the level of commission it receives. The

source said: "The level of payments will be a challenge, but both groups have stated all members will be better off."

When asked if retailers might see increased wholesale costs to offset reduced payments, former Landmark Wholesale boss Martin Williams told RN: "It's possible. Landmark is

a tight-knit group, but the new business is huge and savings don't necessarily come with size."

The merger was approved by 96% of Landmark and Today's Group members last week. All 33 Landmark Wholesale and 142 Today's Group members will join as Unitas Wholesale in November.

Plans for c-store workers' rights revealed Pay and leave structure to be overhauled

Flexible working in stores means benefits all round

by Tom Gockelen-Kozlowski

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ACS CEO James Lowman has defended flexible working in convenience stores as good for staff and for communities.

Earlier this week, Labour shadow chancellor John McDonnell outlined plans to give flexible workers a range of new rights including sick pay, maternity leave and holiday pay.

Speaking at the launch of the Association of Convenience Stores' Local Shop Report, held at the National Space Centre in Leicester, Lowman

suggested that flexibility isn't always an exploitative 'gig economy'.

"Yes, there will be times when staff generally want more flexibility around them and what they need. The government has a decision to make about unregulated areas of the market, but I think we've got a good argument that convenience store work is good flexibility," he said.

The findings show 45% of shop staff in the UK work 16 hours or less, 32% have childcare commitments outside their job and live an average of 13 minutes from work.

"The rise in part-time working in the sector demonstrates the flexibility that stores offer to staff who come from within the local area who usually walk to work, and often have other commitments such as study or child-care" added Lowman.

"However, with stores offering more services, there are increasing opportunities for colleagues to develop new skills as part of their work."

The report also highlighted the benefits independent retailers bring to communities with average opening hours on the rise,

46% of stores introducing the voluntary charge for plastic bags and 81% of businesses engaging in some form of community activity in the past year.

"All of this investment and innovation, and our growing relevance to consumers and communities, makes the convenience sector a huge contributor to the UK economy, adding £8.8bn of gross value added, and contributing £3.6bn to the public purse through direct and indirect taxes," said Lowman.

● For 10 key findings from the Local Shop Report, go to betterRetailing.com/acs-2018

Menzies 'in control of its destiny'

Menzies Distribution is to invest in its news supply chain and parcel services following the completion of its sale to private equity investors Endless LLP on 5 September.

Managing director of the news wholesaler Greg Michael said: "Becoming an independent company enables us to be in control of our own destiny and reinvest to fulfil our ambitious growth and diversification plans for the business."

A source told RN that except for the £74.5m cost of the sale, the new company has no external debts.

Describing Menzies Distribution's long-term strategy, a statement by the company said it aimed to be the "partner of choice for publishers, providing them with a sustainable route to market for their product while growing in adjacent markets".

Diversity the secret to my success, shop owner tells local MP

Retailer Kunal Batel, owner of Canons Park Newsagents in Edgware, London, met his local MP Bob Blackman last week as part of an ACS Local Shop visit. Batel spoke to the Harrow East MP about how important it is to diversify. "Driving footfall in different ways is vital in overcoming everyday issues, like Brexit," he said. "I have extended my food ranges to cater to the Eastern European population, and invested in a large card collection, which has been a great success."



ePay click-and-collect benefit

Shop owners using payments provider ePay will be able to offer HubBox click-and-collect services thanks to a partnership between the two firms.

The move is part of HubBox's plans to add new 2,000 store locations to its network before the end of peak parcel period. Up to 800 of these sites are expected to be in London.

The company promised that HubBox will deliver footfall and revenue.

ePay's UK managing director, Richard Robertson, said: "Our merchants are already seeing the benefits of offering click-and-collect at their locations - receiving a boost in footfall and attracting new local customers."

Symbols set to rule c-store market

Symbol groups are forecast to become the largest market in convenience following a £2.5bn value growth by 2023, but wholesalers are not making the most of the opportunity, an industry expert has said.

Speaking at the Women in Wholesale conference in London on 11 September, Patrick

Mitchell-Fox, senior business analyst at IGD, said the growth will be driven by retailers continuing to embrace trends.

"Symbols have a £1.5bn value and they will continue to gain a share of the market. Shops like Nisa Battersea General Store or Spar," said Mitchell-Fox. "Eat17 chain are embrac-

ing trends from specialist suppliers, but mainstream wholesalers are frequently not part of the equation.

"Spar is taking on the challenge with its Daily Deli offering, but this is a rarity and not matched."

Mitchell-Fox added the collapse of Palmer & Harvey and Kerryfresh, alongside Conviviality's

financial issues opened up a £5bn opportunity for wholesalers this year.

"The market conditions were a boost for wholesalers such as Booker and its 1,200 forecourts, and this is expected to strengthen. Next year is unlikely to have the same bounty unless wholesalers address current challenges."

STORE TOUR



Best foot forward

When it comes to the profitability of their Wady & Brett Londis store, Vin Patel and his family have learned that it's okay to take one step backwards if it will help you to take a big leap forward. **Tom Gockelen-Kozlowski** reports

Look at your priorities, look at your store, and if you want to have more time – for your family, to work on your business – then take a look at the bottom line, too. Is it worth losing profit to employ extra staff?”

This is the big lesson that Vin Patel and his family have learned in their three decades in the retail trade, and its embodiment is the 975sq ft Wady & Brett Londis store he operates in the Kentish village of Charing.

“My father started off operating CTNs, first in Nottingham and then in north London and Dalston, but we ended up operating a 5,000sq ft store in Orpington, south London – first with Costcutter and then with Nisa,” says Vin.

The family relied on little help and worked long hours and finally reached the point where they wanted to put their standard of life first.

“You’ve got to work out what you want to achieve. We started looking for a new business and this time our priorities were finding a better area and finding business with a good turnover,” Vin says.

They eventually found the Wady & Brett Londis, a small store with strong turnover and experienced, existing staff who would be able to take much of the burden from the Patel family.

That was 15 years ago, and the three members of the Patel family – Vin, wife Lata and Vin’s father, Ramesh – have since created a successful business and formed a strong bond with the community.

“We have a lot of retail experience – we’re friendly, not shy – so when we started trading we soon got to know people. We got involved with the local Christmas lights, the scouts, the girl guides,” Vin says.

Yet, he also admits that his business, and the world around it, has changed “dramatically” since then. In fact, while the beginning of the Patel’s story at the business was about being new in town, the business is now being transformed by the village’s latest new arrivals: young families moving into the new estates being built.

Just as the Patels worked hard to ensure they were welcomed to the community, the family’s mission is now to serve these new arrivals’ every need.

“We’ve got more young people coming into the store and they’re looking for healthier options. We’re stocking lactose-free Koko coconut milk, the Epicure range of grocery products – it all started with us stocking the Warburtons’ gluten-free range and now our small section of vegan and gluten-free products make us £200 per week. It’s something we’re looking to expand soon,” he says.

“We have a lot of retail experience – we’re friendly, not shy – and we soon got to know people” VIN PATEL



Inside my shop

- 1 The Patel family took on the Kent store after running a larger shop in London
- 2 Vin Patel has always been quick to get involved in local events and groups
- 3 The changing tastes and demographics of the area have altered the range Vin feels he needs to offer
- 4 The Patels have been able to rely on experienced staff to help operate their business over the years

INFORMATION

Location

Wady & Brett Londis,
47 The High St, Charing,
Ashford, Kent TN27 0LS

Size

975sq ft

Staff

Five full-time, eight part-time

Average basket

£6

Turnover

£20,000

The good news is that locals are already showing their commitment to the store, requesting that Vin stocks products which aren't in his range: "We had a customer approach us very recently and ask us to stock the Nespresso coffee capsules and I'm now working hard on finding a supplier for them," he says.

These new products – alongside a long-standing range of premium wines (Chateau-neuf-Du-Pape and champagnes are regular top sellers), craft beer and fresh produce – provide vital high margins for the store. Yet, the village and the new developments also include affordable housing and this is also reflected in the store's product mix.

"We work with a good, better, best strategy and have a section dedicated to £1 lines," says Vin. Working with his symbol group, Londis, has helped ensure the store has offered value and promotions, he adds.

Alongside all of this, however, Vin has been able to take a step back from the day-to-day running of the store which had dominated so much of his early business experience. So, is he putting his feet up? Not at all, Vin says. ●



Want to see more of Vin's
store? Go to [betterRetailing.com/
wady-brett-ashford](http://betterRetailing.com/wady-brett-ashford)

SYMBOL NEWS

Co-op sell-by dates in spotlight

Shorter sell-by dates on Co-op own-label products are forcing retailers to change the way they manage fresh and chilled.

Scott Jell, of Nisa Molly's in Luton, said: "The ready meals have a shelf-life of about three to four days. Heritage has seven to 12 days."

However, Sandeep Bains, of Simply Fresh in Faversham, uses promotions to manage potential wastage. He told RN: "We price at two-for-£4. It's better to lower the price and build the basket if you're struggling with waste."

A Nisa retailer said they had moved to a more frequent delivery schedule to better balance waste and availability.

A Co-op spokeswoman said the company used a "special cooking process to retain freshness" on its own-brand lines.

Cornwall Garage to sell up

Forecourt retail chain Cornwall Garage Group has put all 17 of its sites across the Midlands, Home Counties and South West up for sale.

The petrol stations generate a combined £6.7m in sales annually.

Fifteen sites operate under the Lifestyle Express fascia, with the remainder branded as Londis. Electric vehicle chargers are installed at nine of the sites.

Cornwall Garage Group director Grant Murray said: "It has been a privilege to have worked with my father for over 36 years, and now is the right moment in time for the family to explore new avenues."

New EPoS systems for franchise 'It's about creating a better shopping experience'

One Stop shuns 'sexy trends' for better data

EXCLUSIVE

by Alex Yau

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One Stop is to bet on technology instead of trends such as food to go or chilled to fuel its growth over the next year.

Speaking exclusively to RN, One Stop's head of franchise, John Miller, said the decision was based on helping retailers to become more efficient and reduce cost pressures. "A lot of wholesalers talk about the 'sexy' trends such as chilled

and food to go, but we're not into that," he said.

"The big trend we see is technology, such as artificial intelligence. It's about having technology to help retailers create a better shopping experience for their customers and make them fit for the future."

He said technology would help reduce rising cost pressures such as business rates. "One Stop will be introducing a new EPoS system in the coming weeks for its stores. It will be Bluetooth and Wi-Fi-

enabled, while also offering handheld functionality.

If one store updates the pricing on the till, the same information will be updated across all the other stores in a nanosecond," he added.

The system will be trialled in One Stop's company-owned stores before being rolled out to franchises over the year. There are more than 850 One Stop stores, with more than 175 franchised.

Miller said the company's stock ordering model

could also help give retailers more time to manage their stores.

"To determine which stock goes into franchisee stores we use a model based on the selling patterns of our company shops," he said. "The best-sellers in certain regions across a range of stores are examined and this helps us decide what might sell well in another shop."

"It gives the retailers more free time to focus on managing other areas of their shop."

Spar teases new scan-and-go technology at Telford Retail Show

Spar is partnering with a retail technology company in a bid to "turn digital into one of its biggest strengths".

Speaking at the Spar Retail Show in Telford, Shropshire, on 6 September, Blakemore's marketing director, Sarah Ellis, teased a video by Visma that featured new scan-and-go technology, personalised offers and click-and-collect ordering for consumers.

"This won't happen overnight, but we're on the way there," she said.

"We have created a digital experience journey map, which allows us to plan how we engage with customers on social media and at different areas inside a store," continued Ellis.

"We know 80% of consumers search online for local goods and services, and half of these

will then shop locally as a direct result within 24 hours," she said.

The tradeshow also promoted the brand's revamped produce range and the rollout of its 'Tonight's Tea' concept – a fixture that includes ready meals, meats, sides and desserts under one brand.

Edward White, of ET White & Sons in Calver, Derbyshire, has been trialling the new range in his store. "Our ready meals category has increased by 40% since the launch of the Tonight's Tea range and we expect sales to grow even further," he said.

The company also revealed that basket spend was up 6% year on year.

● To find out which Spar stores scooped awards at the show, go to betterretailing.com/SRS-2018



Customer drives a real bargain

A social media competition organised by Spar and PepsiCo in June offered one customer the chance to win a Fiat 500 Pop if they submitted a picture of them posing with a bottle of Naked Smoothies in a participating store. Rene Bateman (pictured) was announced as the winner last week after taking a photo at the Spar shop in Baynards Green Service Station. Spar UK interim marketing director Michael Lawless said: "The competition received a variety of entries. We're looking forward to running more of these competitions in the future."

NEWS & MAGS

Egmont

'We should not be treated as second-class citizens'

Retailers: two-tier mag plans are 'unacceptable'

by **Marcello Perricone**

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Newsagents are to boycott Egmont's Lego Star Wars and Toxic magazines over plans to 'discriminate' against independent stores.

Under the plans, consented to by Smiths News and Menzies Distribution, supermarkets will be given exclusive access to each edition. Their unsold copies will then be given to independents four-to-six weeks later. A trial is underway and affects

stores supplied by Smiths News' Newcastle and Menzies' Wakefield depots.

Ilesh Patel, from Camden News in London, told RN that retailers should refuse to stock Egmont's titles. He said: "I have no interest in stocking magazines that are older than the current one. I will boycott those magazines - if other retailers do the same, good."

"Publishers are bowing to supermarkets to the detriment of the whole market," he added. "They are killing their own industry and don't even realise it."

Jack Bhatt, from Universal Newsagent in Highbury Station in London, agreed: "I am not stocking those Egmont magazines. This has been going on for a while, with titles such as Hi-Fi Plus and the BBC Proms bookazine shunning independents."

According to NFRN's national president, Mike Mitchelson, the move creates an unacceptable two-tier system: "This is wrong and ludicrous, and we should not be treated as second-class citizens."

NFRN head of news

Brian Murphy added: "Egmont is discriminating against independent retailers. Consumers could buy the same edition twice - the retailer will then be the one who has to refund them."

The trade body has challenged Egmont and distributor Seymour in an attempt to get the decision reversed.

In response, the publisher said: "Egmont would like to assure all magazine retailers that we are committed to growing our sales in all channels."

The final Reveal

Celebrity magazine Reveal will close in October due to falling sales, according to publisher Hearst UK.

When the weekly magazine launched in 2004, it had a circulation of 347,257, according to ABC figures. Sales fell to 82,247 in 2018 - a 50% drop in the past four years.

Hearst chief executive James Wildman attributed the closure to unsustainable revenue: "Reveal's sales are no longer sufficient to make it commercially viable. We've explored alternative solutions, but as Reveal's celebrity market is particularly challenged on the newsstand, we cannot see a viable way of continuing to publish the title profitably."

Reveal's closure comes four months after the cancellation of rival women's celebrity weekly Look, owned by TI Media.

Mail's £1m comp a boon for sales

Retailers can generate extra newspaper sales this month, with the return of the Daily Mail and Mail on Sunday's 'MyMail £1 giveaway'. The competition gives seven readers the chance to win £1m worth of Nectar points, and is being heavily advertised via front page coverage and custom PoS displays. Mail Newspapers' chief marketing officer, Roland Agambar, said: "It's our way of thanking our loyal readership, and means we can continue to put money in retailers' tills, too."



Sturgeon lauds shut Herald

Nicola Sturgeon has called the Sunday Herald "a paper of quality and courage" as the title closed its doors after 19 years.

Publisher Newsquest has replaced the Sunday Herald with The Herald on Sunday and launched the Sunday National.

In a column in the final edition of the Sunday Herald, the First Minister of Scotland said: "The people of Scotland need and deserve critical and informative analysis from the print press. We should lament the death of any newspaper, and likewise welcome new titles to the fore as the Scottish Parliament faces its biggest challenge yet."

NFRN calls for supply chain reform

The NFRN has called for "drastic reform" of the news supply chain in its submission to the government's press sustainability investigation - the Cairncross Review.

Describing its submission, NFRN head of communications Anne Bingham said: "The NFRN is calling for a

root-and-branch reform of the supply chain, resulting in a radical change in the mindset of publishers and wholesalers and greater recognition for the retailers who sell their products."

The eight-page submission also suggested that cuts to journalist numbers had harmed

news quality and this in turn had harmed local newspaper sales.

A recent YouGov survey found that while 76% of news readers said local news was important, only 13% regularly read a local paper. Nearly half of all adults said the quality of news had declined over the past five years.

Bingham explained: "Far-reaching changes in the newspaper market have impacted negatively on the entire supply chain from newsroom to newsagent, leading to the loss of too many local publications and forcing some independent news retailers to give up on the category completely."

PRODUCT TRENDS

Britvic goes for J20 gold

Britvic is relaunching its limited-edition J20 Glitterberry variety with edible gold glitter in time for Christmas, supported by a new TV campaign and in-store activities.

According to analyst Nielsen, last year, Glitterberry became the third-best-selling product in the adult soft drinks category over the festive period.

Trystan Farnworth, commercial director, convenience and impulse at Britvic, said with more consumers choosing not to drink alcohol, offering alternatives ensures all shoppers are catered for. "An average of five J20 products are sold every second. This Christmas, retailers can make the most of the sales opportunities Glitterberry presents, as well as during other periods, such as Halloween and Bonfire Night," he said.

Mars adds M&M's to cake range

Mars Chocolate Drinks and Treats has launched new M&M's Cake Bars to the independent channel, available in packs of five individually wrapped cake bars, with an RRP of £1.65.

According to data by Nielsen, the cake bar category in the UK is worth £29m, and Michelle Frost, general manager at Mars Chocolate Drinks and Treats, said the new bars aim to drive more shoppers to the segment and help retailers grow sales.

"We are excited to introduce another brand to our cake bar range and are confident that the new bars will become a favourite," she said.



Stocking fillers have big Christmas novelty value

by Priyanka Jethwa

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Novelty lines and stocking fillers will be the driving force behind confectionery sales this Christmas, Mars Wrigley Confectionery and Nestlé have advised retailers.

Lauren George, trade and brand manager at Mars Wrigley, said small novelties and stocking fillers are incremental to the category, with the tube format making up a big part of the segment, worth £17.5m in value.

Plus, with the seasonal confectionery category accounting for 24% of Christmas sales, Jonathan Smith, senior brand manager for Quality Street at Nestlé Confectionery, said this year the company has undergone a redesign on some of its products to help it stand out better on shelf, and has launched Orange Smarties in a giant tube format.

"Tube formats are worth £17m in the seasonal confectionery category, and Nestlé's

giant tubes range, which includes Smarties, Milkybar and Rowntree's Fruit Pastilles, have been redesigned to look more Christmassy," he added.

Meanwhile, with the final two weeks leading up to Christmas worth £164m, representing 21.8% of total season sales, George said retailers should ensure they stock a full range of chocolate products right up to Christmas Day.

"Consumers are willing to spend and indulge more during events such

as Christmas, leading to a trend in more premium purchases," she added.

Ketul Desai, who runs Leiston Londis in east Suffolk, said in the run up to Christmas, he often assembles gift hampers, comprising confectionery, premium alcohol and mince pies at £19.99.

"Gift hampers add to the theatre and display in store, and last year, in two out of three of our stores, they completely sold out. It's down to a store's demographic, but it's worth it," he said.

Sweet treats key to happy Halloween

Retailers must ensure that they stock up on Halloween promotional food and drink to help increase sales, Aryzta Food Solutions and Coca-Cola European Partners (CCEP) have said.

Paul Whitely, head of marketing at Aryzta Food Solutions, said Halloween-themed

treats are popular among younger consumers looking for sweet snacks, such as muffins, to enjoy during this period, and retailers can increase sales by capitalising on these trends and stocking accordingly.

"Research shows that millennials, who grew up celebrating Hallow-

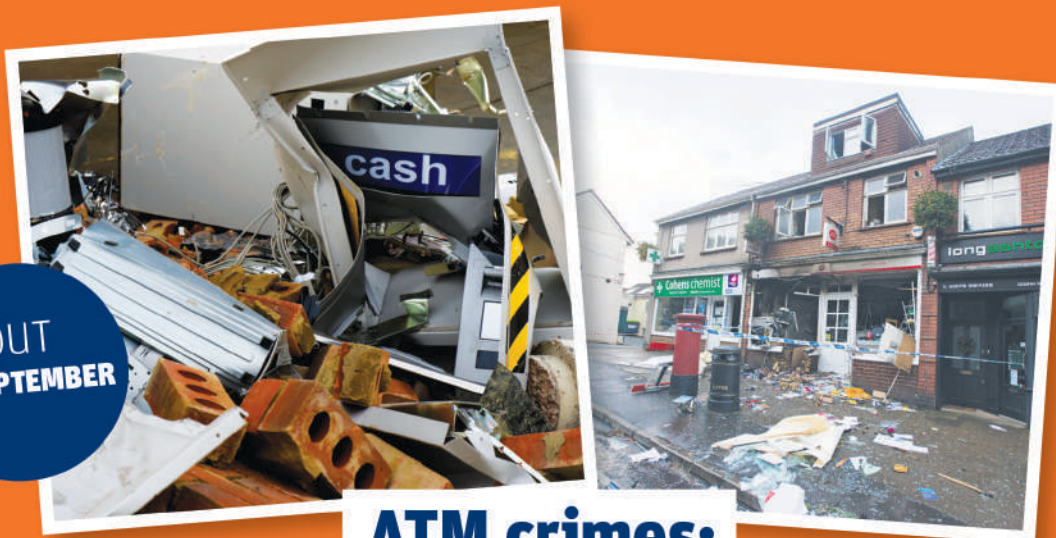
een, are buying more items and spending more on average than other generations," he said.

This is also true for the soft drinks category. Worth £320m in total retail value, Halloween is the third biggest retail event in the UK calendar for soft drinks, behind Christmas and Easter.

Simon Harrison, customer marketing director GB at CCEP, said: "Last year, Fanta [decorated with special on-pack Halloween graphics] grew by 23% in convenience during Halloween and this was accelerated by more consumers picking up Fanta Zero than ever before."

DON'T MISS NEXT WEEK'S ISSUE

OUT
21 SEPTEMBER



ATM crimes: RN investigates

As convenience stores become the main targets for ATM theft, RN offers expert advice on how to protect your store



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BRAND SNAPSHOT



Street food

Handmade food to go specialist Adelle Foods has launched two new sandwiches under its Urban Eat brand: Squash'd and Herby Chicken.



Mine's a triple

Cake, the bakery owned by wholesaler Lomond, has launched a range of triple-layered, cocktail-themed cakes with natural flavours and no alcohol.



Regional variations

PepsiCo's new TV advert for Walkers celebrates the crisps' unusual flavour options, and the regions in which they're loved.



Snap decision

Carlsberg's new 'Snap Pack' packaging system bonds packs of multiple cans together and replaces traditional, bulky plastic rings.



Serve chilled

Coca-Cola European Partners' on-pack ghoulish graphics for Fanta, in partnership with Snapchat, returns this year in time for Halloween.



Fright bites

Aryzta Food Solutions is tapping into the trend for indulgent seasonal treats with the launch of its Otis Halloween Muffin, available from 18 September.



Do me a flavour

KP Snacks' TV advert 'When Flavour Calls' for McCoy's Chips has returned to TV this year and is running until 16 September.



Spread out

Dairy Crest is relaunching its reduced-fat Clover Light Spread with a new recipe that contains no artificial ingredients.



Saucy thing

Symington's has unveiled a new, more contemporary look and feel for its Italian-American cooking sauce brand, Ragù.

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*UK & ROI 18+, 01/08/18-26/10/18, see promotional packs or matchandwin.cadbury.uk for terms and conditions

**Retailers free to set their own prices. Non price marked packs available

Mondelēz
International

WHAT'S NEW



Goat Ghee

Goat Ghee is made from goat's butter that undergoes a gentle heating process to separate the milk solids. The result is a lactose-free clarified butter with a high smoke-point.

RRP £4.99

Contact info@ghee-easy.nl



The Protein Ball Co

The Protein Ball Co's Peanut Butter + Jam is made with dates, peanuts, plant-based proteins, blueberries, strawberries and a pinch of Himalayan pink salt.

RRP £1.99

Contact sales@theproteinballco.com



Marvolio's liqueurs

Marvolio's small-batch liqueurs are available in three flavours: Whisky & Arabica Coffee, Tequila with Herbs, Chilli & Orange and Whisky & Ginger.

RRP £24.95 (500ml)

Contact hello@marvolios.com



Brindisa Salsa Bastarda

Brindisa's hot sauces can be used in stews and marinades, and even in Bloody Marys. They are available in 120g bottles and come in Bastarda Green and Bastarda Red flavours.

RRP £6.25

Contact sales@brindisa.com



Real Handful snacks

The trail mix by Real Handful Snacks are available in two new flavours: Mint Choc Chipper and Blackcurrant Blast. They are vegan, containing 40% nuts.

RRP £1 to £1.40

Contact emily@tonicpr.com







Little Seeds oils

Little Seeds' range of British-grown rapeseed oils can be used for everyday cooking. Its premium packaging is eye-catching, and it can be ranged near the front of the store.

RRP £2.89 (500ml)

Contact growing@littleseed.co.uk

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The Bay Tree gift set

The Bay Tree's Christmas Collection three-jar gift set includes Jingle Berry Marmajam (195g), Boxing Day Chutney (105g) and Charming Kirsch Cherries (220g).

RRP £12

Contact hello@thebaytree.co.uk



Spread Sensation

Spread Sensation's vegan and vegetarian-friendly spread has won a Great Taste Award, and was Highly Commended in The Good Choice Quality Food Awards.

RRP £4.50

Contact mail@goodcarmafoods.com

Focus

Healthy snacks

Shoppers are increasingly looking for healthier snacks to eat on the go, so it's important retailers cater to them by stocking a core range



Brown Bag Crisps

Brown Bag Crisps' Tiger Prawn hand-cooked varieties join the brand's gluten-free snacks range, which is exclusive to independents.

RRP 80p to £1.20

Contact philandviv@brownbagcrisps.co.uk



Amisa Organic crispbread

This buckwheat crispbread can be cross-merchandised with dips such as hummus, salsa and peanut butter to give shoppers a healthy snack option.

RRP £2.29

Contact salesteam@windmillorganics.com



Emily Veg Crisps

As a healthier alternative to potato crisps, Emily's vegetable crisps contain ingredients such as French beans, sugar snap peas and edamame.

RRP £1.20

Contact trade@emilycrisps.com

Ketul Desai

Leiston Londis, Leiston

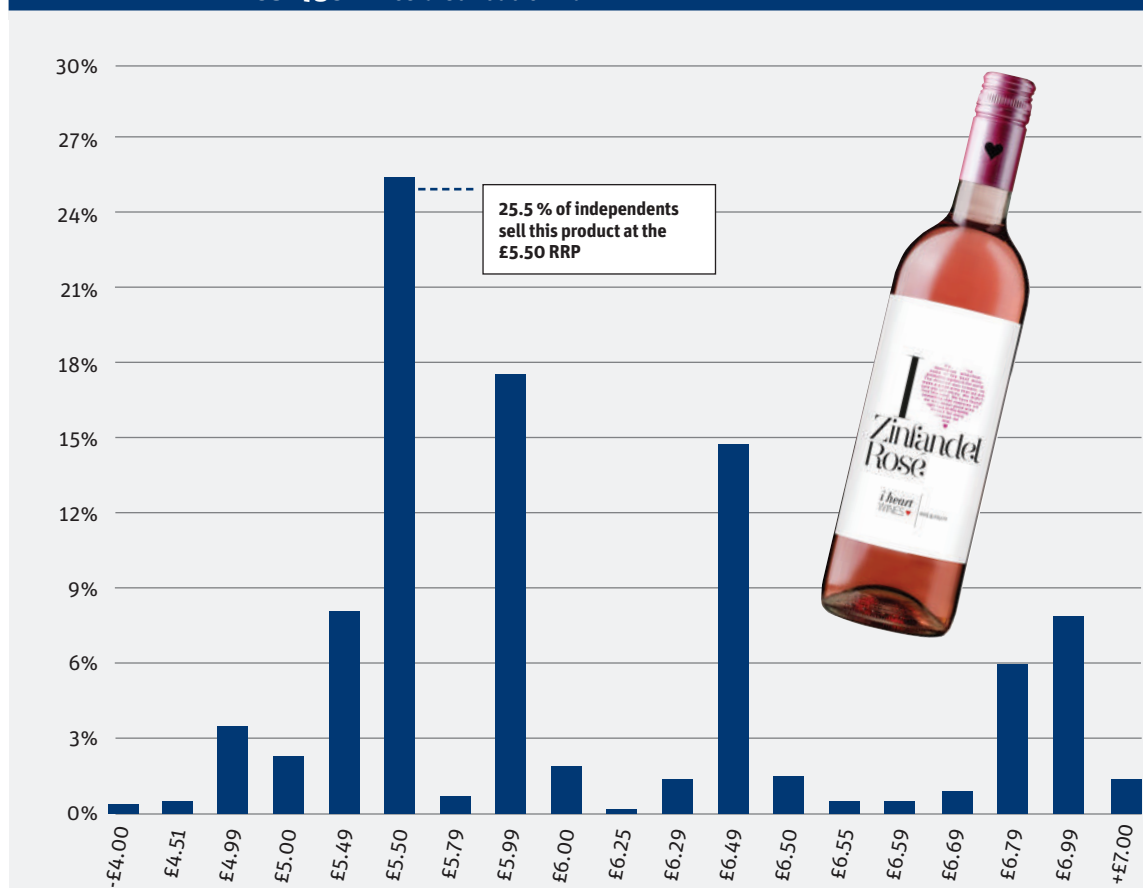
I'm in the process of creating a bespoke 'healthier for you' corner, with foods such as granola and organic biscuits. I'm working with Suma Wholesale and Tree of Life on this.



PRICEWATCH

Profit checker Rosé

I HEART ZINFANDEL ROSÉ 75CL Price distribution %



Analysis

Wine is a flexible category for pricing, with stores in different areas of the country able to price differently.

This is reflected in our analysis of I Heart Zinfandel Rosé, which carries an RRP of £5.50. Of the five stores

that stock it in our Price Checker, three price above RRP, one at RRP and one well below RRP. Our Profit Checker graphs suggests a similar balance: around 15% pricing below RRP, 25% at RRP and 60% above RRP.

Faisal Naseem, owner of Party Time off-licence in Arbroath, says the rosé category has become more competitive in recent years. "Everybody knows rosé is important and you have to fight for sales," he says.

Price checker

PRODUCT

Echo Falls Rosé Summer Berries
75cl

Echo Falls California Rosé
75cl

Hardys Bin 161 Rosé
75cl

Blossom Hill Rosé
75cl

Isla Negra Merlot Rosé
75cl

Blossom Hill Greanche Rosé
75cl

Echo Falls Sweet Rosé Blend
75cl

Mateus Rosé
75cl

The Straw Hat Rosé
75cl

Jacob's Creek Shiraz Rosé
75cl

I Heart Zinfandel Rosé
75cl

Echo Falls Rosé Fruit Strawberry & Lime
75cl

How we drive our profit

Faisal Naseem

STORE Party Time Arbroath
LOCATION Arbroath
SIZE 820sq ft
TYPE residential

TOP TIP

I put a 'buy two bottles get a Schweppes lemonade free' promotion on, as a lot of people mix rosé with lemonade



Rosé sales have grown a lot in the past five years. Out of red, white and rosé, 60% of our sales come from rosé. It is fashionable, especially for social occasions such as relaxing with your friends or watching TV. Wine sales in general have been boosted by minimum alcohol pricing in Scotland. It is not as affected by the minimum price rule in the same way as ciders, for example. I will sell it at RRP if it is a good wine and I can get away with it, but frequently I will price just below RRP.

Baz Jethwa

STORE Spar The Rocket
LOCATION Bolton
SIZE 3,000sq ft
TYPE neighbourhood

TOP TIP

Try flavoured rosé wines as they're on-trend, and, if available, push own label, as it gives better margins



Rosé sells very well at the minute – it's one of the on-demand wine sectors. It's partly a result of the hot summer, but also part of a trend of manufacturers bringing out lots of different flavours of wine – summer berry, mango passion fruit and so on – which tend to be flavoured rosé wines. We have three lines in the store: a Spar entry-level wine, a mid-range Spar option and an Echo Falls bottle – I think it's part of the Echo Falls Fruit Fusion range. We get about 7% better margins on the Spar range and push it as part of our Daily Value range.

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 ☎ 020 7689 3358
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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LOCAL SHOP IN MODERN LIVERPOOL SHOPPING CENTRE	RETAILER 2 SMALL POST OFFICE AND OFF-LICENCE IN SOUTH YORKSHIRE	RETAILER 3 LARGE C-STORE IN SUBURBAN EDINBURGH SHOPPING CENTRE	RETAILER 4 C-STORE CLOSE TO CENTRE OF LARGE CENTRAL SCOTTISH TOWN	RETAILER 5 OFF-LICENCE AND NEWSAGENT IN RESIDENTIAL DURHAM	RETAILER 6 HIGH STREET SHOP IN SUFFOLK COUNTRY TOWN
£5.11	£4.99	£4.99	£4.99	£5.29	£4.50	£4.79	£5.50
£5.47	£6.49	–	£5.69	£6.00	–	£4.99	£5.49
£5.54	£5.50	–	–	–	£5.50	£5.50	£5.50
£5.94	£6.59	£6.49	–	£6.00	£4.97	£4.99	£6.49
£5.70	£5.50	–	£4.99	–	£5.50	£5.50	£6.49
£6.70	£7.49	–	–	£6.99	£7.49	£5.99	£7.25
£5.16	£6.49	–	–	–	£5.00	£4.99	–
£6.54	£6.59	£6.99	£6.00	–	£6.95	–	£5.99
£4.39	£3.99**	£3.99	£4.29	–	–	–	–
£7.69	£6.99	£6.99	£5.99	–	£6.33	–	£6.49
£5.86	£5.50	£5.99	£4.99	£6.49	–	£5.49	£6.79
£5.09	£4.50**	£4.79	£4.99	£5.29	£4.50	£4.99	£5.50

* from a sample of 3,500 stores **Bestway RRP

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Kate Clark

Sean's News, Upton-upon-Severn

Alchemy Chocolates (small gift box, £3.49)



Where did you discover them?

We had a chocolate counter in our store and Alchemy Chocolates came in, noticed it and asked if we might like to take them on as a supplier. The company was set up by a local. After working for Mars for five years, he left to set up his own business making artisan chocolates. Now he goes around farmers markets and local estates – we have specialised markets for these kinds of things.

Who buys them?

Everybody from tourists to local people to children. They produce seasonal lines, such as Easter Eggs and Father Christmas, boxes for adults and have specialised shapes, such as tractors and sheep, which are popular with kids.

Why are they so successful?

Everyone knows it's local. Tourists like to think they're getting something from the area they spent their holiday in, and locals like to support local businesses. We've also put a great display together. They're really well presented for gift boxes and they're a good price for handmade chocolates, too – £3.49 for a box of four is very reasonable.

Sanmugalingam Pirapakran

STORE S & M Supermarket
LOCATION East London
SIZE 2,000sq ft
TYPE neighbourhood

TOP TIP

Keep rosé chilled in the fridge to encourage impulse sales



Our wine sales in general are growing, but rosé isn't selling any faster than other varieties. We stock Echo Falls, Blossom Hill, Hardys and Gallo. People aren't so bothered about brand in the category, they are mainly looking for price, so our best-seller changes frequently depending on what is on offer. At the moment, I think Gallo Pineapple & Passionfruit is selling best, probably because it is the cheapest. I stick to RRP and don't charge above that – we are in a busy area, so we have to stay competitive.

Bob Sykes

STORE Denmore Premier Food & Wine Store
LOCATION Rhyl
SIZE 1,000sq ft
TYPE seaside

TOP TIP

Have a deal on at all times – we've got Blossom Hill reduced to £4.99 from £6.59 and it's very popular



We have about four metres of fridge space and shelving in our off-licence, which isn't a massive area, so we have to be quite selective in what we stock. We tend to go for offers rather than having a huge range, and we have quite a few now that are priced, which makes a difference in the wine category, as it does across the store. Our bestseller at the moment is Hardys Bin 161. We sell it at £5.50, which is a reasonable price. But we have wines going from £3 to £7, with Barefoot at the top end.

REGIONAL NEWS

NFRN

South East

Dosa the right stuff for NFRN

NFRN South East district members attended an Indian Dosa event last month, alongside a branch meeting to mark the merging of two branches.

District president Naresh Purohit said: "Our Mid Kent and North West Kent branches needed to merge because there were not enough people turning up to the meetings.

"This was first agreed by the district, but the decision had to then get the branches' permission."

Members also discussed news supply issues. "We have had horrendous issues with Menzies in Dartford," said Purohit.

"We have had late papers for about two weeks due to vans breaking down. However, things are a little better now, and they have assured me the problems will be resolved."



Yorkshire **£200 cut-off angers retailers** 'A crime is a crime, it's not right to put a value on it'

Police priorities criticised after Leeds shop robbery

by Megan Humphrey
megan.humphrey@newtrade.co.uk

Retailer Zak Mwanje, owner of Z's Local in Leeds, lost up to £800 in alcohol sales and suffered thousands of pounds in damages following a shop burglary two weeks ago.

Mwanje said the incident took place during the early hours of the morning. "The break-in happened at 4am, and the police arrived an hour later," he said.

"Earlier on that night, the same pair had broken into another store and stolen all their cigarettes.

"They couldn't get access to ours because they are behind a screen, so they took all the spirits instead, which are just as expensive."

"The thieves broke all

our shutters to get in," Mwanje added. "We have been recommended by one company to get a new one, costing us £3,000. We just don't have the money right now."

Due to CCTV, the police were able to catch the criminals. "They were well known to the police, but unfortunately they were not locked up before," said Mwanje. "I'm hoping they will be this time around."

Since the break-in, the store has remained open. "We have got a lot of stock that would go out of date if we shut," added Mwanje.

"We also have a lot of staff who rely on the income they get, which is obviously dependent on the sales we make."

In a bid to prevent any more incidents, Mwanje said he is planning to

install an alarm system that is linked to floodlights, as well as invest in a louder alarm.

"These preventative methods have to be paid for from my own pocket," he said. "I have just tried to go to my bank to see if we can get a loan and they said no. It's just a loss we have to bear."

Speaking about crime in Yorkshire, district president Jay Banning, said the police are not doing enough.

"It is ridiculous enough the police have said the crime has to cost more than £200 for them to come out," he said.

"A crime is a crime, it's not right to put a value on it."

Banning said despite ongoing requests to police commissioners to attend

meetings with retailers and the public, he has seen no action be taken.

"These meetings just don't seem to be happening, which is really disappointing," he said.

"They should acknowledge the importance of these meetings themselves. Businesses are becoming more scared and soon there will be no convenience stores left."

Upcoming regional trade events

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

NFRN Southern Awards 2018
Date 28 Sep, 7pm-12am
Location Crowne Plaza
Hotel, Reading

Northern

Retailers: we want Amazon

Retailers who used delivery service Pass My Parcel have requested to switch to myHermes in a bid to begin handling Amazon parcels again.

Graeme Pentland, Northern district president, and owner of Ashburton Village Store, said he has given his details to the delivery service.

"MyHermes are aware I used to be a Pass My Parcel customer," he said. "Amazon was the main player in our store, so it's important we get it back as soon as possible."

He added: "This week, we've only had one parcel delivered by DHL - it's really disappointing."

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

YOUR VIEWS

■ The daily reality of violent crime in stores

The death of a shop worker [full story on page 4] has brought attention to the kind of hidden everyday crime that usually tends to get ignored.

We hear so much about London and its knife crime, but in reality the numbers of assaults on shop staff – many of which involve a weapon – will be much higher across the country.

Over the past four years, my mother, father and sister have been attacked on three separate in-store incidents.

Can you guess how many incidents led to a conviction? Zero.

These cowardly thugs tend to target vulnerable people, such as the elderly, or women.

The closest to justice we have ever got was when my brother and I happened to be at the shop at the time of the incident, so the culprits received a good beating.

However, this is not the story for many shopkeepers, who will never



get satisfaction or any form of justice.

Anonymous

Editor's note: *Using violence in any other means than in self-defence is in no way endorsed by the RN team. It can lead to the store owner themselves being criminally prosecuted, or as in the case of another shop worker earlier this year – even death. Where there is the threat of violence, police recommend removing yourself from the situation if possible, before calling 999. Health and Safety Executive offer a free guide on preventing violence to retail staff that can be found at hse.gov.uk/pUbns/priced/hsg133.pdf*

■ Credit delays hurt cash flow

Our credit from sales due from Worldpay has been

delayed again and this is far from the first time this has happened.

It always used to be credited for the start of the next business day, but these days it is mostly by 4pm. On some occasions it only happens just before midnight.

There is never any reason given by Worldpay for the current unreliability, or for why the payment date has been pushed back in the first place.

It consistently impacts on our cash flow, but it improves theirs.

Les Gilbert

Chard Newsagents, Somerset

A Worldpay spokesperson said: *"I am sorry for any inconvenience caused by the delay in paying your funds to your bank account for Thursday payments. The funds have now been paid to your account."*

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I told you about Severn Trent Water, and the fact that a new pipeline has got to be installed at Woodseaves, which means the road has to be closed.

Well, it's a nightmare. The traffic that uses the road everyday as a commuter route from Telford to Stoke and vice-versa is taking no notice of the diversion signs because it is a very long way around and a narrow lane has suddenly become like the M6 at peak times.

The only trouble is, it's a single-file road and vehicles are finding it very difficult to pass each other, so much so that one driver had the side taken off his car. I am fed up with trying to deliver and have become a nervous wreck. It's also putting a lot more time on my round. I think that AMEX, which is the contractor doing the job, is sick of my continued phone calls of complaint about how badly it has been managed. But we must look on the bright side: there is only another seven weeks to go.

Worse than the traffic problem is the fact that it has literally halved trade at the post office, so my newspaper sales have gone down drastically.

On Wednesday 5 September, the tote boxes didn't arrive in the morning. My driver informed me that the M6 was closed, and consequently the boxes were stuck in traffic. Mind you, at least the magazines would be dry, which is more than the ones I received a couple of weeks ago. I opened a very wet box to find every publication in it ruined; they were all ordered copies, so that meant another bother.

However, thanks to Mr Bunting, Michael Williams and Chris at Birmingham, a replacement set of magazines was dispatched very hastily, so all was well. Once again, a very big 'thank you' goes out to those three gentlemen.

YOUR SAY How do you feel about Egmont's plan to give its magazines to supermarkets before they go to independents?



Graham Doubleday

Doubleday Newsagents, Ashton-under-Lyne
I read that a publisher has decided to supply supermarkets four weeks before newsagents and then give us the secondhand left-

overs. Perry Thaker says it's not right, but what can we do? You're damn right, Perry; I wouldn't buy secondhand mags and I don't intend to sell them. The solution is simple: SNAPP. Click 'Select mags', then search

all the mags you have from this publisher, then press 'Make order nil'. There's nothing to lose, because if it's been on sale for a month, there's no chance of selling it.

Meryl Williams

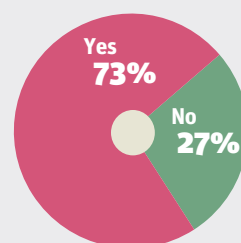
Pike's Newsagents, Porthmadog
My family have sold newspapers in our shop for 115 years – how many multiples have done that? As independent retailers, we order magazines for customers and keep them for them behind the counter – how many multiples

do that? We are not second-class citizens and do not want secondhand magazines. We and our customers deserve better.

Mindy Paul

Land of Beers, Bedford
I feel the move to giving supermarkets first refusal is treating the independents as second-class businesses. Considering the support we give to news and magazines, what if it was the other way around, with newsagents receiving mags first and multiples second?

RN READER POLL



Do you support a potential ban of energy drink sales to children?

NEXT WEEK'S QUESTION

How far do you have to travel to visit your bank branch?

Vote now at
betterRetailing.com

NATIONAL COUNCIL

NFRN NATIONAL COUNCIL REPORT 4-5.9.2018

Neville Rhodes reports from the NFRN National Council meeting

Putting members first

The purpose of the NFRN is the same today as it was when it was founded almost 100 years ago, national president Mike Mitchelson told National Council members meeting in Leicester last week. Its role is to protect and further the interests of independent retailers.

"Since the very beginning, the NFRN has put the needs of members first, and that ethos will never change," he said. Leicester was chosen as the venue to mark the start of the NFRN's centenary year because

it was where the federation held its inaugural meeting back in July 1919.



Mike Mitchelson

Mitchelson spelt out what putting members first involved.

He said it meant communicating with members regularly, listening to their concerns and acting on them; it meant offering help, guidance and support whenever it was needed; and it meant constantly looking for new ways to boost members' businesses.

Focus groups have been arranged to help the federation tailor its benefits and services to meet members' needs.

The first of these focus groups took place in Manchester, and one of the key points emerging from it was that some of those attending were not fully aware of the range of benefits that NFRN membership offered.

As well as adapting its offer to help independent retailers adjust to the changing retail land-



New functions for PayPoint One EPOS will help retailers increase usage

scape, the NFRN must examine its structure to ensure it is organised in the best way possible to serve the membership now and in the future, Mitchelson said.

PayPoint outlines improvements

"Our engine of growth is now digital," Steve O'Neill, PayPoint's group marketing director, told council during an update on the company's plans for the next 12 months.

PayPoint's payment facilities are customers not only in stores, but also online and on mobile apps.

The company is also adding new functions to its EPOS Pro system, and helping retailers get more usage from it by setting up links with Booker and Nisa, while for HND retailers there are links to PaperRound, O'Neill said.

He confirmed that the company's yellow box terminal would be "retired" in 2019.

O'Neill said digital developments have also made parcel

Since the very beginning, the NFRN has put the needs of members first, and that ethos will never change

Mike Mitchelson

NFRN national president



Steve O'Neill

handling easier for the 7,000 CollectPlus retailers, and the service continues to grow, with eBay now signed up as a user.

PayPoint's future plans include an over-the-counter cash withdrawal service via the Link network, with trials starting shortly in 15 stores.

Retailers will also benefit from a net settlement system being introduced for card payments, and the company's new automated telephone system, which has cut the holding time from an average seven minutes to 80 seconds, O'Neill said.

Asked by West Midlands member Julia Bywater about PayPoint's debit and credit card charges, O'Neill would only say: "We know we're not the cheapest."

He said he thought the size of the UK network could be close to its peak, and that more applicants for membership were now being turned down than approved.

NFRN to investigate app

The NFRN is looking at the pros and cons of

an app to boost communication between members.

It would be additional to the WhatsApp groups that already exist.

Scottish member Abdul Qadar said the federation was missing out by

"not being on social media", and a members' app would enable it to shout much louder

about the good work it was doing for independent retailers.

Kent member Jeet Chopra said an app would be a highly effective way of publicising members' successes with restitution claims.

"If members learned from the app that a retailer on their round had received restitution for late papers, and their papers had also been late, it might encourage them to put in a claim," he said.

National vice president Stuart Reddish said there were concerns about the GDPR implications for a members' app, but he promised that the NEC would look at the proposal and report back to council.

The Members' Business Guide returns

The NFRN is to reintroduce its Members' Business Guide in printed form, which was discontinued several years ago.

Copies will be sent out to members with the October issue of The Fed.

The guide will include contact details for all NFRN officials and information about the benefits and services offered by the federation.



Abdul Qadar



'Robust action' over carriage charges

A motion for the NFRN's news committee to come up with "robust action" against news wholesalers was met with overwhelming support.

The decision followed a discussion on how to fight carriage charges following recent developments at both Smiths News and Menzies Distribution. While Menzies was acquired by private equity group Endless LLP, Smiths News has undergone recent senior management changes.

News operations committee chairman Stuart Reddish said the NFRN was determined to play a leading role in shaping any developments that follow the changes at the two wholesalers.

Reddish said he had told Smiths News that members were struggling financially with the news category and that last week's carriage charge increases would make matters worse.

National president Mike

Mitchelson warned: "The final straw is looming for many of our members," and he highlighted huge complaint volumes NFRN Connect had received about the charge increase as evidence.

Members suggested further action was needed as last year's protest outside Smiths' Swindon head office had failed to yield results. Narinder Randhawa said: "After Swindon, perhaps we should be blockading one of their depots."

Yorkshire member



James Wilkinson said: "The only way you could overcome the problem of carriage charges is to tell the publishers that we are going to surcharge their papers."

Mike Mitchelson rejected taking more direct action against wholesalers and said that publishers would be in the strongest position to drive carriage charge change.

Get political on publicising problems

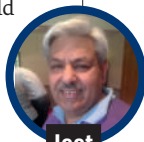
Social media and political influence should be applied to put pressure on Smiths and Menzies, according to NFRN members speaking at council.

Commenting on how members should react to supply issues, Kent newsagent Jeet Chopra said: "Each and every one of us should ask our MP to write to Smiths or Menzies about the problems we are experiencing."

Scottish member Abdul Qadar said social media was a highly effective tool for publicising problems. "We took pictures of empty news racks in Edinburgh shops, put them on Twitter and sent them to all the publishers and

Each and every one of us should ask our MP to write to Smiths or Menzies about the problems we are experiencing

Jeet Chopra
NFRN Kent member



Jeet Chopra

Menzies. The lateness issue was immediately dealt with," he said.

Scottish councillor Hussan Lal said more sub-retailing would force the wholesalers to take notice of members' concerns.

However, Stuart McClymont, an East Midlands member, said there were all sorts of complications over sub-retailing. "It all comes down to the relationship between the retailers," he said.

Mike Mitchelson added that both wholesalers were involved in parcel deliveries, where compensation was automatic in the event of service failure, and he had urged the wholesalers to extend this policy to their news customers.

Newspro expansion

The NFRN's magazine range management and promotions system - Newspro - is to be rolled out to more members.

Head of news Brian Murphy said it will be made available to members who are committed to tailoring their range based on space available. Murphy added that Newspro included a core range 'locked in' by the wholesaler, space allowed for selected new titles, NFRN promoted

titles and 'store manager's choice' titles that have local relevance.

The NFRN said

Newspro leads to higher sales, better cashflow, fewer returns and improved availability.

The scheme works in partnership with NFRN Connect and Store2Door.



Linda Sood

Focus on crime

A crime information pack is soon to be issued to NFRN members, according to committee chairman Linda Sood.

The pack would include the information needed to persuade local MPs and police and crime commissioners to do more on tackling retail crime.

Sood said crime remained the public affairs team's top priority. Discussing other recent developments, Adrian Roper, who heads the NFRN's public affairs team, welcomed the government's proposal to extend the carrier bag levy to small shops. Roper added that the NFRN is soon to submit evidence on Scottish Deposit Return Scheme plans.

NFRN members also discussed the planned ban on energy drink sales to under-16s. Kent member Hitesh Pandya said leading energy drinks brands, such as Red Bull and Monster, were mainly bought by adults, while low-priced private-label lines were popular with young people.

At this year's NFRN annual conference, delegates voted against a voluntary ban on energy drinks sales to under-16s.

NATIONAL COUNCIL



NFRN NATIONAL COUNCIL REPORT 4-5.9.2018

Neville Rhodes reports from the NFRN National Council meeting

Let down by Racing Post

Racing Post's decision to distribute its title to betting shops through Citipost and Menzies has been a major blow to newsagents.

Members reported losing thousands of pounds a year in annual business as bookies cancelled their HND subscriptions. Stuart Reddish, chairman of the news operations committee, told the council that the NFRN had left both the publisher and the wholesaler in no doubt as to the anger and upset the move had caused.

Reddish reported that in most of Menzies' areas, Citipost was using the wholesaler to supply betting shops, and copies were being delivered on Menzies' daily rounds to retailers.

However, Citipost was still seeking sub-contractors to deliver to some 460 sites, all of them in Smiths News territories, and the federation was trying to align those sites to members in the area willing to take on the work.



James Wilkinson

Yorkshire member James Wilkinson responded: "While we are helping Citipost out in the Smiths areas, our members in Menzies areas are getting stuffed."

Kent member Hitesh Pandya urged the federation to do more to win direct distribution contracts, while South Wales member Peter Robinson said the NFRN should be doing its own deal with the bookies, warning that "some-time soon it's going to be other titles".

Reddish dismissed



Bookmakers have cut newsagents out of the supply chain for the Racing Post

this suggestion, saying the deal with bookmakers was far too big for the NFRN to handle on its own, even if it was able to organise the deliveries.

"The sums of money involved, possibly running into millions of pounds, are just too big for us," he said.

Scottish district president Rory O'Brien believed the NFRN could handle the work – providing members had the right systems for it. It was then stated that the bookies had demanded the change and Reddish promised members that the NFRN was working to achieve a favourable outcome.

NFRN Direct sales growth

NFRN Direct achieved £116,000 in sales for the January to June period, with month-on-month growth.

The federation set up the buying group following the liquidation of



Rory O'Brien



While we are helping Citipost out in the Smiths areas, our members in the Menzies areas are getting stuffed

James Wilkinson

NFRN Yorkshire member

NFRN Commercial last year. Business development head Graeme Collins said the collapse of Kerryfresh had dented NFRN Direct's performance, but he said a replacement deal with Peter's Food should be achieved soon. Urging members to make use of NFRN Direct, Collins said: "The more you use the buying group, the better deals you will get."

One of NFRN Direct's key priorities is to help recruit and retain NFRN members. To further this, it is soon to relaunch the federation's affinity programme. Collins said he is in advanced talks with suppliers including Barclaycard, The Retail Data Partnership, Repos, The Phone Co-op and Booker.

"The addition of these marketing relationships to our business offer with good support from members will generate a significant new revenue stream for the federation," he said.

Also under development is a chequebook scheme offering deals on services to new members.

Carl Bridgewater fund payouts

The NFRN's charities – the Ratcliffe and Carl Bridgewater funds – are paying out more than they are receiving, according to committee chairman Peter Wagg.

Though the funds were being described as in "a healthy state", members were urged to continue their support for the charities.

During the past seven months, the Carl Bridgewater fund had replaced two stolen bikes and one damaged bike. It also paid out bravery awards to two Cumbrian

paperboys, who saved a seven-year-old and a man from drowning in the River Eden.

After the pair were identified as the heroes in a local paper, each received £200 and a certificate of merit for their bravery from the Carl Bridgewater fund.

Funds were also provided to a paperboy who collided with a car. His bike was replaced and the car damage paid for by the fund.

In total, the fund received 61 claims during the period, of which 55 were granted. West Midlands member Narinder Randhawa asked if the funds should be made available to a wider audience, but Wagg responded that all cases were carefully considered by a committee following a full investigation of each case.

Next meeting

The NFRN National Council's next meeting will take place at the Old Trafford Cricket Ground, Manchester, on 20-21 November 2018. ●



Peter Wagg

INDEPENDENT ACHIEVERS ACADEMY

CATEGORY SHORTLIST ANNOUNCED

Congratulations to the 52 local shops that are consistently delivering excellence in the 12 IAA disciplines below.
From these, four finalists for each category will be announced at the Local Shop Summit on 4 October.



In association with Camelot

MARKETING TO CUSTOMERS

Family Shopper Blantyre, Glasgow
J Roberts & Son (Costcutter), Codicote
London Road Bakery (Spar), Boston
Mahal Stores (Premier), Nottingham
McLeish, Inverurie
Premier Linktown Local, Kirkcaldy
Tenby Stores & Post Office (Premier Express), Tenby
Wharfedale Premier, Hull



In association with Post Office

CUSTOMER SERVICE

Broadway Convenience Store (Premier), Edinburgh
Handley's Go Local, Sandiway
Hopes of Longtown, Longtown
Londis Woodhouse Street, Leeds
Pontrilas Post Office, Hereford
Todays News, Newcastle Upon Tyne
Vyas Convenience Store (Premier), Manchester
Whissendine Shop & Post Office (Mace), Oakham



In association with Coca-Cola European Partners

EFFECTIVE RANGING

Broadway Convenience Store (Premier), Edinburgh
Londis Betws-y-Coed, Betws-y-Coed
Londis Stour Road, Christchurch
McLeish, Inverurie
One Stop Mount Nod, Coventry
Ruprai Food & Wine (Nisa), Birmingham
The Village Shop & Post Office (Spar), Hook Norton
Whissendine Shop & Post Office (Mace), Oakham



In association with Mondelez International

IN-STORE DISPLAY

Brownlie's (Best-one), Biggar
J Roberts & Son (Costcutter), Codicote
Mulkerns Eurospar, Newry
Nisa Local Virginia Quay, London
Portsoy Ice Cream, Portsoy
Spar Hackenthorne, Sheffield
St John's Budgens, Kenilworth
The Village Shop & Post Office (Spar), Hook Norton



In association with Imperial Tobacco

RESPONSIBLE RETAILING

Budgens of Broadstairs, Broadstairs
Costcutter Epsom, Epsom
Crescent Stores Spar, Minster Lovell
One Stop Draycott, Derby
Shingadia's Londis Caterways & Post Office, Horsham
St Mary's Supermarket (Premier), Southampton
The Village Shop & Post Office (Spar), Hook Norton
Wharfedale Premier, Hull



In association with P&G

STAFF DEVELOPMENT

Hopes of Longtown, Longtown
Londis Westham Road, Weymouth
Londis Woodhouse Street, Leeds
Mulkerns Eurospar, Newry
Nisa Local High Heath, Walsall
One Stop The Prior Way, Borrowash
Tenby Stores & Post Office (Premier Express), Tenby
Wharfedale Premier, Hull

CAMELOT



ShelfHelp
Build your sales with P&G



MARS WRIGLEY
confectionery

BOOKER
WHOLESALE



betterRetailing.com





In association with JTI

AVAILABILITY

Arnold Road Premier Stores, Nottingham
Bradley's Supermarkets, Loughborough
Costcutter BWS, Chesham
Levenhall Village Store, Musselburgh
Londis Westham Road, Weymouth
Londis Woodhouse Street, Leeds
Mulkerns Eurospar, Newry
Premier Smeaton Stores, Kirkcaldy



In association with betterRetailing.com

SHOP LAYOUT

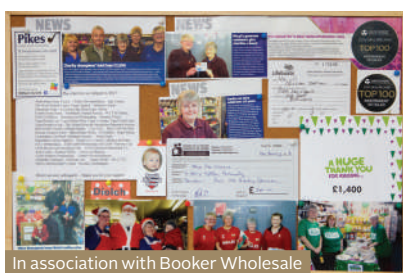
Jay's Budgens of Crofton Park, London
Londis Denby Dale, Huddersfield
Londis Woodhouse Street, Leeds
Nisa Local Virginia Quay, London
One Stop Draycott, Derby
Premier Lower Darwen, Darwen
Shingadia's Londis Caterways & Post Office, Horsham
Today's Extra Fiveways, Cleethorpes



In association with Mars Wrigley Confectionery

MERCHANDISING

Bradley's Supermarkets, Loughborough
Londis Ferme Park Road, London
Londis Westham Road, Weymouth
London Road Bakery (Spar), Boston
One Stop Canterbury Stores, Canterbury
One Stop Mount Nod, Coventry
Premier Lower Darwen, Darwen
Select & Save The Windmill, Birmingham



In association with Booker Wholesale

SERVICE TO THE COMMUNITY

Hopes of Longtown, Longtown
Jay's Budgens of Crofton Park, London
Levenhall Village Store, Musselburgh
Nisa Local High Heath, Walsall
One Stop The Prior Way, Borrowash
Pontrilas Post Office, Hereford
Premier Smeaton Stores, Kirkcaldy
Woosnam & Davies News, Llanidloes



In association with PayPoint

DIGITAL ENGAGEMENT

Family Shopper Blantyre, Glasgow
Levenhall Village Store, Musselburgh
London Road Bakery (Spar), Boston
Mullaco Supermarket, Dewsbury
Nisa Local Fletton & Post Office, Peterborough
Premier Linktown Local, Kirkcaldy
Premier Smeaton Stores, Kirkcaldy
Wharfedale Premier, Hull



In association with NFRN

RETAIL INNOVATION

Betty's News, Newquay
Broadway Convenience Store (Premier), Edinburgh
Family Shopper Blantyre, Glasgow
Jay's Budgens of Crofton Park, London
Levenhall Village Store, Musselburgh
Londis Westham Road, Weymouth
Nisa Local High Heath, Walsall
Premier Eldred Drive Stores, Orpington

DID YOU MISS THIS YEAR'S OPPORTUNITY TO MAKE THE LIST?

Benchmark and compare your shop with our tool and submit for a chance to make next year's!
betterRetailing.com/iaa-shortlist-2018

#IAA18

INDUSTRY PROFILE

Imperial

How should independent retailers navigate the constantly evolving category of e-cigarettes and next-generation products and educate their customers on the latest market developments? Head of next-generation products at Imperial Brands, Sophie Hogg, says the company's Blu portfolio is here to help

RN Which trends have driven sales and product launches in the vaping market this year?

SH An increasing number of consumers are looking for a quality device that marries power with convenience, which is why we're so excited about our latest product launch.

Myblu combines a high-performance vaporiser, which takes 20 minutes to charge, with hassle-free Liquidpods, enabling consumers to switch flavours in seconds.

RN What makes this new device stand out in a very busy market?

SH Myblu is the first widely-available pod device to feature nicotine salts, or nicsalts. Vaping a Myblu Intense Liquidpod results in nicotine being absorbed into the body at a more rapid rate than normal e-liquids, delivering a sensation of satisfaction much closer to smoking a traditional cigarette.

Myblu Intense will appeal to smokers who are either looking to switch to vaping for the first time, or have tried vaping and not been fully convinced. With 57% of new vapers opting for closed systems like this, we're incredibly hopeful about its sales potential.

RN What can independent retailers do to ensure they get their slice of sales when there is so much competition online and on the high street?

SH The key to winning in this category is understanding the products and translating this into a compelling offer in store.

Vapers have many purchasing options, and they will naturally buy where they feel most comfortable, so retailers should look to other vape

specialists to understand what is working for them, as well as consulting with their reps.

RN Retailer education is so important in this category; what support are you providing to help store owners profit?

SH We're determined to ensure that store owners and their staff fully understand the propositions of the various Blu devices and are launching a new retailer guide to vaping to help.

Running in the 5 October issue of RN, the guide will cover everything from the different types of products and terminology used, through to key trends and advice on how to make stores a go-to destination.

RN What mistakes do you see independent retailers making when managing vaping products and how should they avoid them?

SH Retailers often treat the e-vapour category as a sideline, and limit their offering to, say, a small piece



We have everything retailers need to prepare

of point-of-sale on the counter. This might result in the occasional purchase, but your store won't become a vaping destination. Retailers should commit to investing in the category.

We have everything retailers need to prepare their stores and benefit from this opportunity, including a host of free, easy-to-access tools such as PoS or our new vaping guides.

RN Should retailers fear the introduction of a vaping 'sin tax' or other legislation?

SH Considering the recent recommendations from the House of Commons Science and Technology Committee to relax obstructive regulations hampering the UK's vaping sector, it's very unlikely such a restrictive tax would be imposed on the category at this stage.

In fact, we're extremely encouraged by the committee's findings, which appear to signal further opportunities to endorse the sector. These include relaxing current restrictions on vape advertising, plus calls from many to allow vaping in public places like hospitals and on public transport.

☆☆ Company CV ☆☆

Company Imperial Brands
Head of next-generation products

Sophie Hogg

Profile Operating under the Imperial Tobacco umbrella company, Imperial Brands operates the Blu range.

Latest news Through Imperial Brands, parent company Imperial Tobacco says it is increasingly focusing its attention on developing its next-generation products portfolio in response to the "biggest consumer shift in our history".



☆☆

☆☆

ONE CLICK VAPING



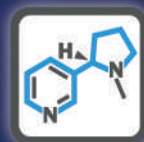
Change pod
with 1 click



Powerful all
day vape



A wide range of flavours



Quicker nicotine
delivery with Intense



20 minute recharge

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blu® e-cigarettes © 2018 Fontem, 18+ only.
This product contains nicotine which is a highly addictive substance. Not a smoking cessation product.



BUSIER LIFESTYLES

Beat the busy boom

Convenience stores and supermarkets are predicted to suffer from the rise of food to go and other on-the-go services, but top stores and suppliers aren't standing still. **Tom Gockelen-Kozlowski** takes a look at their strategies

Food-to-go specialists will, according to IGD, grow at twice the rate of overall grocery. This translates as an extra £5bn, bringing the channel up to an annual net value of nearly £23bn.

It is further proof that Britons' busier lives are changing the convenience channel.

So, what do retailers do? Thank-

fully many suppliers are hard at work providing products and merchandising options that are meeting the changing behaviours of customers.

Meanwhile, many stores are evolving the way they operate in order to compete with a changing marketplace. RN has hunted out some great examples of these changes happening today.

WHAT SUPPLIERS ARE DOING

GOING PREMIUM

As more of us look for quick meal options as work and leisure time blurs further, big snack brands are hoping to grow their appeal by providing premium options. Unilever, for example, is bringing its Pot Rice brand back with three upmarket flavours: Vegetable Curry, Chicken Teriyaki and Chicken Risotto. It follows the launch of Pot Pasta in 2017, which Unilever says brought 76% incremental growth to the category. Kepak is another company to make this move with Rustler's Flame Grilled range being joined by a Gourmet range, complete with brioche buns.

KEEPING HYDRATED

The recent heatwave highlighted how having a drink ready wherever you are is vital – but this is true all through the year, and soft drinks are one of the biggest footfall drivers in the market. Boost's recent Cosmic Glow energy drink is just the latest example of how big brands are adapting to provide both refreshment and an energy increase to hard-working people. Danone, meanwhile, highlights the breadth of customer demands with recent launches including an iced tea, Volvic Organic Tea Infusions, and a wide-ranging Danone of the World brand. Products in this range include Iceland-inspired Skyr, an Indian-style Lassi and an Ayran product, popular in the Middle East.



STARTING THE DAY WELL

Though its importance is never in doubt, breakfast continues to fall victim to those of us who spend our lives rushing from here to there. According to Mondelez, the on-the-go breakfast is currently seeing double-digit growth, and its Belvita breakfast biscuits now lead the healthy biscuits and breakfast biscuits category, it says. The biscuits come in four varieties in multipacks and individual formats. Kepak, meanwhile, has launched its microwavable All Day Breakfast Sausage Muffin this year. Adrian Lawlor, Kepak convenience foods' marketing and business development director, says the new product is aimed at helping stores compete with the likes of Greggs and McDonald's.



WHAT RETAILERS ARE DOING



Everything is changing and how do we combat it?



HOW I'VE EVOLVED: BRING IN A POST OFFICE



One of the big changes we've made is introducing the Post Office. A lot of people don't want to go into town and think the Post Office will always have long queues, but it's changing and we're able to offer business banking, online shopping and parcel delivery, and our extended hours mean that it works for our shoppers, too. For us, it's easily become part of our daily routine. Everything is changing and how do we combat it? We'll always be a bricks and mortar business, but this counter has helped us evolve our offer.

Mital Morar, Ancoats General Stores, Manchester



NEW



The little crunch you love to munch

- The World's #1 biscuit brand*
- £4m media spend Aug-Dec 2018
- The nation's favourite chocolate!**
- Driving new, incremental occasions for biscuits

For more information and category advice go to

delicious
display .co.uk

BUSIER LIFESTYLES

WHAT RETAILERS ARE DOING

HOW I'VE EVOLVED MY STORE: INCLUDE A HOT DOGS RANGE



A year ago we added Rollover hot dogs to our store and we've now been told we're one of the biggest sellers in our region – we can sell as many as 87 units on a good day. Workmen are big buyers and kids love it, but we also sell a lot to mothers coming home after dropping their kids off at school. It's easy to manage and each hot dog sells for £1.99, on which we get a 45% net profit. On top of this, we've seen an increase in our ready meal sales after growing our range of Discover the Choice products. Chicken Tikka Masala is the big seller.

Vicky Singh, Londis Mitcham, Surrey



HOW I'VE EVOLVED: FOCUS ON FRESH



Our customers shop with us for the things they've forgotten to pick up, so we're looking to extend our fresh range, using our

3.5m fridge more efficiently to offer more. Accessing the Co-op range through Costcutter is going to make this even easier. Part of the reason for doing this is because, though people are busier than ever, we're in a rural area and people still want to cook their meals from scratch. We've tried ready meals a few times, but they don't work for our store.

Steve Haines, The Broads, Coltishall, Norwich



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SELLER***

**DRIVE YOUR
SALES WITH
THE DANONE
RANGE NOW!**



**NO. 1 SELLER OF
ACTIVE HEALTH
DRINKS†**



**NO. 1 GROWING
BRAND IN
DIET YOGURTS††**

WHAT SUPPLIERS ARE DOING



MAKING TEMPTATION CONVENIENT

Eating breakfast and lunch and finding convenient healthier options might be key to living on the go, but opportunities to have a sweet treat during a busy day can make the difference between a good day and a bad. In August, Mondelez launched Joyfills – bite-sized biscuit pillows with flavoured creme centres. Varieties include Oreo, Oreo Choco Caramel Creme, Cadbury Milk Chocolate Creme and Cadbury Choco Cookie Creme, and each comes in a 90g format and a case size of eight, all with a £1.50 RRP. “We’re so excited to bring something truly innovative to the biscuit market,” Carly Sharpe, Joyfills brand manager at Mondelez International, says.



BUILDING PROTEIN

Unveiling his new updated store format, Londis boss Martin Swadling confirmed that protein products now needed to be core category for modern convenience stores. One of the beneficiaries of this has been Grenade, the company behind the Carb Killa range of bars, milkshakes and spreads. At the heart of this is the Carb Killa Protein Bar, which comes in 12 varieties. The company says that 80% of spend in the market is incremental, ensuring confectionery spend is not damaged by the arrival of protein products in store.



STAYING NUTRITIOUS

If we are indeed busier than ever, then this is a trend matched only by our increased health concerns. For those who can manage it, squaring the circle of convenient, quick food that is also good for us is extremely profitable. One contender is PWbrands' Epicure range: “We recognise that consumers' time is precious. However, we believe they can still cook nutritious home-made meals quickly using kitchen staples,” says Jason Beaumont, the company's director. ●

NEW LIMITED EDITION



**AVAILABLE NOW
WHILE STOCKS LAST**

**WE LOVE
LOCAL**

EXCLUSIVE TO
INDEPENDENT
SHOPS

APPS & WEBSITES

My favourite helper

From tobacco to news and food to go, technology continues to transform the industry. This week, **Toby Hill** talks to eight retailers about the apps and websites they use the most

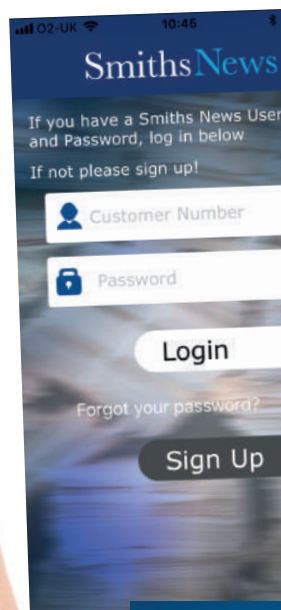
THE NEWS DELIVERY ONE

KAMAL THAKER

Stop Shop News, Edgware, Middlesex



Smiths News' SNapp has saved me hours of faffing about on the phone to sort out problems with my newspaper deliveries. I use it regularly to check my credits, amend orders and correct any shortages. Just today, for example, my Telegraph supply was a bit on the low side. So, I got on the app immediately and amended my delivery numbers for tomorrow. Also, once in while, I don't get the paperwork on time, so I can check my credits using the app. It's very straightforward to use. It also records my Required Delivery Time, so if I'm continually getting my papers later than I should be, I'm aware and can make a complaint.



THE SYMBOL GROUP ONE

GARRY HAIGH

Peterhead Motors, Peterhead, Aberdeenshire



I use KeyStore's Key mobile app a lot. It's useful for maintaining availability of stock and correcting any errors in ordering or delivery. Quite often I walk around the store and notice I've forgotten to order something, and I can just order more of it there and then. For example, I got my delivery last night and today I'm working in the store and realised I forgot to include Diet Coke 500ml. I took out my phone and ordered more. I usually use my EPOS, but for top-ups and extras, the app makes a massive difference.

THE TOBACCO SUPPLIER ONE

KATE CLARK

Sean's News, Upton-upon-Severn, Worcestershire



It's become essential to use apps such as Imperial's Ignite and online materials provided by tobacco suppliers. I get lots of useful information from there, on latest products, training, RRP's and so on. For example, Co-op recently launched a big price war on carton tobacco products, so Imperial have cut prices across the board for local newsagents to help us. We also got some free Gold Leaf cartons so we can sell ours at the same price as Co-op. I saw that on the app, so I got in touch with Imperial and asked to be involved.



The most useful apps for me are my banking apps. They enable me to easily keep on top of my transfers, my incomings and my outgoings

THE BANKING ONE

HITESH PANDYA

Toni's News, Ramsgate, Kent



The most useful apps for me are my banking apps. We're a cash flow business, so they enable me to easily keep on top of my transfers, my income and my outgoings. I also read The Times' app as it helps to keep me up-to-date with the latest business news. Generally, though, I don't like to rely on apps for everything. Customers say that one of the nice things in our shop is that people aren't always sitting on their phone behind the counter, so I've actually cut back on how much I use apps and phones.

APPS & WEBSITES



Greater numbers of consumers are using apps such as Uber Eats

THE FOOD DELIVERY ONE

KETUL DESAI

Londis General Store,
Tufnell Park, London



We just started working with Uber Eats in July and I can already say it has definitely been worth the time and investment. It suits the trends in people's shopping habits: companies such as Uber Eats and Deliveroo have become really big, and people increasingly want the convenience of having things delivered to their homes. We also have colleges nearby and universities not far away, so once the students get back I think we should see a big boost in our sales – particularly of alcohol and snacks. We chose Uber Eats because we knew the delivery would be reliable and it's a straightforward platform to use, which is essential when you're starting out.



THE CORE CATEGORY ONE

RALPH PATEL

The Look-In,
Woodmansterne,
Surrey



I find Pladis' Better Biscuits website very useful. They don't focus solely on promoting their own products; they'll give you the top 100 sellers or top 50 lines regardless of the manufacturer. Look at the stats and consider the top 10 or top 100 lines, depending on the size of your store. Of course, every store is different, but it's a useful guide and you'll have a better chance of selling the top 10 than the bottom 10 lines. It also has facilities to print or order PoS. Walkers' Counts for More website is useful in the same way for the crisps category.

THE SWEET ONE

HARJ DHASEE

Nisa Mickleton
Village Stores,
Gloucestershire



Confectionery is getting more important to my business and it's massive around seasonal opportunities. Ferrero's Your Perfect Store site helps me with ideas for displays using products across the category and gives me information on which new products I should be looking out for. It's also a great place to source PoS. For Christmas, I'll take a look in late October along with my managers, so we can get to work in good time. Luckily, I also have the Ferrero channel manager living five doors down, so he always can help, too.



We just started working with Uber Eats and I can already say it has definitely been worth the time and investment

THE EPOS ONE

KEN SINGH

Mill Hill Stores,
Pontefract, West
Yorkshire



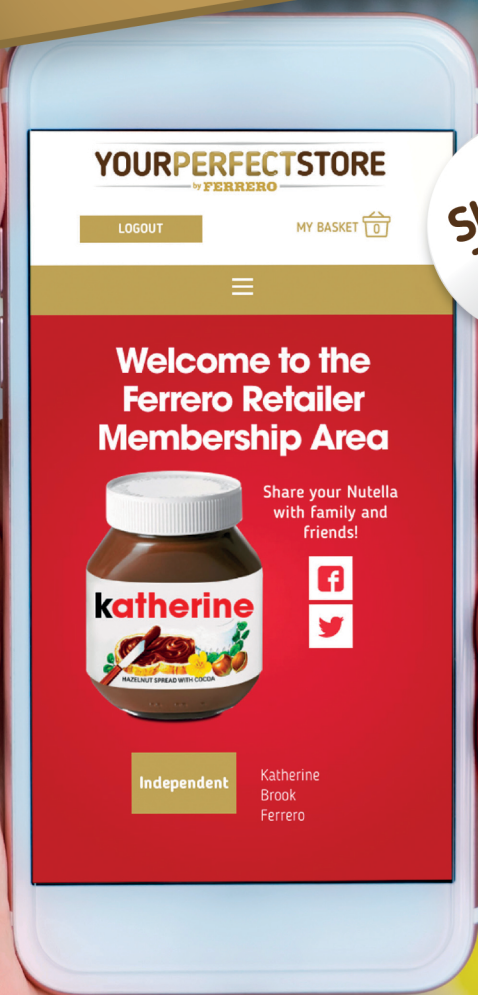
I've just got back from a holiday to India and I was able to check in on my sales and my stock thanks to the PayPoint One app. It's made my business more streamlined and I'm able to check what's going on more easily. For example, I had thought that I was selling a lot of Wrigley gum one week, but looking at the data through the app showed me that this was due to theft. My customers were initially impressed at how quickly transactions were, but it's like going from dial-up to fibre optic cables – it just becomes normal to people. ●

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THIS WEEK IN MAGAZINES



Launch of the week

MILITARY AVIATION MAG ROARS OFF THE RUNWAY

Anyone interested in the modern warbirds of the world can look forward to premium, yearly volumes dedicated to the latest developments in the air forces across Europe

KEY PUBLISHING IS back at it again, with yet another bookazine launch in the premium specialist sector. From the makers of AirForces Monthly and AirForces Intelligence comes the second volume of AirForces of the World.

The annual title takes a special look at the airplanes, armament and battle plans of the top European countries, thoroughly examined in 100 pages of analysis and reviews.

AirForces Monthly generated more than £280,000 revenue in 2017 and Key Publishing expects good performance of Volume 2, so display this title prominently to capitalise on fans of aviation.



AIRFORCES OF THE WORLD
On sale out now
Frequency annually
Price £5.99
Distributor Seymour
Display with AirForces Monthly, Combat Aircraft

My week in magazines



Marcello Perricone

Magazines reporter

marcello.perricone@newtrade.co.uk

MAKE SURE YOU DON'T MISS OUT ON COLLECTABLES

Over the past few weeks, I have been travelling around the country and talking to some of the biggest names in collectables, including executives from DeAgostini, Hachette and Panini.

One worry repeatedly expressed by all of these publishers was the high return rate of collectables by newsagents, many of whom had bad experiences with partworks and collectables in the past, which put them off the genre completely.

This has led to many retailers sending those products back without first giving them a chance, which might be a mistake, given collectables' sales are growing at an enormous rate year on year.

According to market data from DeAgostini, the segment grew by 8% in 2017, selling between 70% and 80% of its total distribution stock. By comparison, the average magazine sells between 50% and 60% of its copies, presenting a clear opportunity to any retailer stocking items such as Lego Star Wars trading cards and Magicki Unicorns.

This might be a great time to challenge long-held opinions and give this popular trend of products a chance again. With independents representing 40% of Hachette's collectables sales and 20% of DeAgostini's, there is a lot of room to expand – and a lot of revenue to be made.

Opportunity: collectables

Kids love toys, and the random nature of collectables guarantees a continuous source of revenue. Make sure that you display these products at the till in order to encourage impulse purchases.

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

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

RN

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THIS WEEK IN MAGAZINES

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SHOPKINS

- Shopkins magazine has all the quizzes, fun and stories that come with these shop-themed rascals.
- Aimed at five-to-nine-year-olds, this is a colourful magazine with a free Shopkins toy on every issue and plenty inside to keep them occupied. This issue comes with a free note set.



On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with This Is Unicorn Universe, My Little Pony, Sparkle World



STRIKER

- Originally a comic strip in The Sun from 1985, Striker became the world's first comic strip to be created in 3D animation software.
- The comic is relaunching as a magazine, but still appears in The Sun seven days a week.



On sale out now
Frequency weekly
Price £2.70
Distributor Intermedia
Display with 2000 AD, When Saturday Comes, Backpass, FourFourTwo



AIRSOFT ACTION

- Aimed at airsoft enthusiasts, Airsoft Action offers gear reviews and advice for all forms of airsoft activities.
- This edition looks at some of the upcoming airsoft events, alongside reviews of two new models of assault rifles.



On sale 20 September
Frequency four-weekly
Price £4.50
Distributor Intermedia
Display with Airsoft International



STAR WARS INSIDER

- This magazine for fans of the 41-year-old franchise includes features, news and behind-the-scenes looks at Star Wars projects.
- This issue features an interview with sculptor Lawrence Noble, an exploration of the Millennium Falcon models and a feature on the concept art of Solo: A Star Wars Story.



On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with Star Trek Magazine, Doctor Who Magazine, Empire



ROYAL LIFE

- This women's interest magazine is focused on the royal family, including news and photographs of latest happenings regarding the House of Windsor.
- This issue looks at the christening of Prince Louis, Prince Charles' visit to Australia and this year's Trooping the Colour.



On sale out now
Frequency bimonthly
Price £5.99
Distributor Intermedia
Display with Majesty, Hello!



Bestsellers News & current affairs

Title	On sale date	In stock
1 Private Eye	19/09	<input type="checkbox"/>
2 New Scientist	15/09	<input type="checkbox"/>
3 The Economist	15/09	<input type="checkbox"/>
4 Spectator	14/09	<input type="checkbox"/>
5 National Geographic	05/09	<input type="checkbox"/>
6 New Statesman	14/09	<input type="checkbox"/>
7 The Week	14/09	<input type="checkbox"/>
8 BBC History	06/09	<input type="checkbox"/>
9 Investors Chronicle	14/09	<input type="checkbox"/>
10 Weekly News South	19/09	<input type="checkbox"/>
11 National Geographic Special	05/09	<input type="checkbox"/>
12 BBC Focus	19/09	<input type="checkbox"/>
13 The Irish Post	19/09	<input type="checkbox"/>
14 History Revealed	06/09	<input type="checkbox"/>
15 Monocle	20/09	<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



Find out how you can make more money from snacking at Christmas

Plus, pick up top tips for Halloween sales and read about why you should get involved in Recycle Week

RN

THIS WEEK IN MAGAZINES



PUZZLER COLLECTION

- A mixed puzzle magazine in circulation for 40 years, Puzzler Collection includes the most popular puzzle genres, such as crosswords, sudoku and wordsearches.
- The special 400th issue is out this month, and includes a gold-foiled masthead and an extra competition to commemorate the occasion.



On sale 19 September
Frequency monthly
Price £2.99
Distributor Marketforce
Display with Puzzler,
Q Puzzle Compendium, Take
a Break's Take a Puzzle



GRAND DESIGNS

- This home interest publication is focused on extensions, renovations, self-builds and interior projects.
- October's issue features a new look for the magazine, and includes a free ticket to the Grand Designs Live show at ExCel, in London.



On sale out now
Frequency four-weekly
Price £4.40
Distributor Marketforce
Display with Homebuilding
& Renovating, Self Build &
Design, Build It



FAIRY PRINCESS

- A children's magazine for girls, Fairy Princess is full of features, stories and activities to keep kids occupied.
- This month's issue comes with a free mermaid doll and a competition to win a Lego Disney playset.



On sale out now
Frequency monthly
Price £3.75
Distributor Marketforce
Display with Disney
Princess, Fairy Princess
Colouring Fun, My
Magical World



SPECIALIST CHOICE HITESH PATEL, GAY'S NEWSAGENTS, HERTFORD PRIVATE EYE

Who buys it?

This has been my best-selling title for years, and it's a cross-section title; men buy it more than women, but it doesn't matter if they're from the left, the right or the middle – people with all political views buy it.

How do you display it?

I always put it alone on the till the first week a new issue arrives, and I also put it on display in the window.



On sale 19 September
Frequency fortnightly
Price £2
Distributor Marketforce



Expert advice Shameem Begg

Promotions and innovations
manager, Puzzler Media

It's an exciting time for us in the office as September welcomes our celebratory 400th issue of Puzzler Collection. Known for its eclectic variety of high-quality content, this issue continues to be Britain's best-selling puzzle magazine, with its reign spanning an unrivalled five decades.

Puzzler Collection is the sister magazine of The Puzzler, the UK's first-ever dedicated puzzle magazine. The original magazine was established in 1972 and fast became a national pastime that's stood the test of time. We know we have an iconic brand when people such as David Walliams, Miranda Hart and Alan Carr – to name a few – talk about our magazines affectionately.

We are proud of our history, our innovation and originality, and are delighted that retailers and customers have helped us maintain our market-leading status, and ensured Puzzler is the go-to name for quality puzzle magazines.

Our strategy

Who buys your titles?

Puzzles have broad appeal. We know roughly that it's around a 70%-30% female-male split, aged over 35 years old. Plus, kids love them, too!

How should your titles be promoted in store?

Puzzles are one of the most lucrative categories in the magazine market and they benefit from regular and impulse purchases. Keep them as neatly arranged in your puzzle genre as you can, and ensure visibility of those that are proven to sell well have free gifts and big competitions to attract customers. If you have a seasonal aisle, keep a small amount there as well – whenever there's a holiday, puzzle sales pick up!

How are you investing in independents?

We supply to the demand of independents so we can provide as many of our best-selling magazines as they want. We do not slash prices for quick sales, which ensures small businesses benefit from bigger profits.

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5613280**



E Ward News, Hoddesdon, Hertfordshire

Freehold £550,000

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- 1 bed apartment, T/O Y/E 2017: £389,097

**T: 0118 402 1650
4810034**



Lewannick Post Office & Stores

Freehold £390,000

- Established freehold convenience store
- 4 bedroom owners accommodation with garage

**T: 01392 285 600
3217078**

Go Local Conisbrough, South Yorkshire

Leasehold £100,000

- Former Co-Op unit/fully staff run
- Quoted retail sales c. £12,000 per week

**T: 0113 389 2700
5416843**



Silver Street Post Office, Edmonton

Leasehold £125,000

- Post Office Salary: £57,879
- Advised Weekly Sales: £2,000/£3,000 pw

**T: 0203 846 0616
2411592**



Bargain Booze Select Convenience, Warsop, Nottinghamshire

Leasehold £220,000

- C. £28,000 per week in sales
- Free of symbol tie

**T: 0115 948 3100
5710783**

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