

RN

RETAIL NEWS THAT MATTERS ● £2.50 ● 07.09.2018



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Retailers react as the government threatens ban on youth sales

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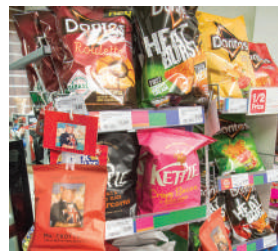
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Shaping the future
of independent retail
since 1889



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TURNOVER
HAS ALMOST
TREBLED

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WELCOME

If you grasp the right
opportunities, you can profit –
and we want to help you
do just that

Editor-in-chief

Louise Banham

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020 7689 3353

Next week marks a big change for the editorial organisation at RN's publisher, Newtrade.

The RN team will be joining forces with its sister title Retail Express to become one team dedicated to helping you succeed.

While the two publications have worked together on news stories before – such as the investigation into the news wholesale supply chain in June, which found that retailers selling news are losing £211m in annual sales – it's the first time they have worked as one team.

But what does this mean for you? As an RN reader, it means you will benefit from even better business information delivered to your shop every week.

We'll have a team dedicated to finding out and breaking the news you need to know. They'll delve into the most pressing matters affecting your stores, interview the people you want to hear more from and carry out investigations into the companies that serve you.

The editorial staff will also have a strong focus on bringing you unrivalled insight and data from across the independent convenience sector that will help you analyse your stores, understand how to be more profitable and drive your business forward.

It means you will have access to the best news and insight in the market and it will give you an edge with your customers and against your competitors.

The independent convenience market isn't easy, but there are lots of areas that can make you more successful. If you grasp the right opportunities, you can profit – and we want to help you do just that.

From next week's issue of RN, I'll be handing over this leader column to the new editor, Jack Courtez. We look forward to helping your business to thrive.

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Four retailers share their best tips on getting started and making more from an in-store bakery

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It's all things military for this week's top pick, and Anne Guillot from GMC Publications explains why magazine specialists should get excited about doing the laundry

We're looking at
around 60% profit on
return on our scratch
bakery breads

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BREAKING NEWS

Turnover increase at JW Filshill

Glasgow wholesaler JW Filshill has attributed a 1.9% rise in turnover on strong performance in soft drinks, grocery, food to go and fresh and chilled.

Turnover increased to £145m, up from £142m in 2017 for the year ending 31 January 2018.

However, the company reported a dip in operating profits as the firm incurred higher overheads.

Managing director Simon Hannah said: "Changing the mix of our business has increased overheads, but we are prepared to incur these costs to ensure our customers have the armoury they need to compete in the convenience marketplace."

Lucky Dip win for retailers

NFRN president Mike Mitchelson has welcomed Camelot's decision to offer more commission for retailers when players claim 'match two numbers free Lotto lucky dip' prizes.

Speaking at the federation's national council meeting this week, he said it represented a "major climbdown" by Camelot, which has previously resisted the federation's argument that retailers should be paid.

Kent member Hitesh Pandya said the federation should publicise the fact that the change was made as a result of its effort.

Camelot has estimated that the 10p payment on each 'match two' ticket redeemed will add around £5m a year to National Lottery retailers' commission.

● For more, go to betterRetailing.com/camelot-improves-lottery-games



Nick Shanagher (third from right) with the Newtrade executive team

MD steps down after 25 years 'I am leaving Newtrade with a great team'

End of an era at Newtrade as Shanagher departs

by RN team

letters@newtrade.co.uk

Nick Shanagher has moved on from RN's publisher, Newtrade, a specialist in providing business advice and industry news to independent retailers, wholesalers and big brands across the convenience sector, after a quarter of a century leading the company.

Joining the company in 1993 as editor of RN, Mr Shanagher moved to publisher and managing director roles and has overseen the growth of

the company from a single title focused on newtrade sales to an events, digital and print media business covering the whole convenience channel today.

"I am proud of the difference that Newtrade has made by focusing on championing small local businesses and helping independent shopkeepers to better serve local people. For every pound spent at a local shop, 48p stays local. For chains it is just 14p," said Mr Shanagher.

"I have been fortunate to have worked with and supported some brilliant

people who have produced great journalism, great events and great ideas that have helped big customers like Lucozade, Mondelez and Booker achieve success in the convenience channel.

"Just last week, one retailer told our team that using our IAA benchmarking tool had increased his sales by 15%. I leave behind me a great team who will continue to deliver great results."

Mr Shanagher left the business on 31 August. Mike Mitchelson, president of the NFRN, which

owns Newtrade, said: "We have to thank Nick for his long-term contribution."

"The company has campaigned consistently for a better deal for independent retailers."

"Newtrade has promoted best practice and new ideas. And it has delivered substantial dividends to the shareholders."

From 3 September, Chris Collins took over as interim managing director. A former director at The Economist, Mr Collins has been on the Newtrade board since 2009 and is the current chairman.

Coca-Cola looks to shops for success

Coca-Cola has recognised the importance of retail shops as it plans to take advantage of opportunities to expand in the sector, following its acquisition of coffee chain Costa from Whitbread.

James Quincey, president and chief executive officer at The Coca-Cola

Company, said in a statement online: "Retail shops are important sales, but they're also pivotal in building a brand. There are more than 8,000 Costa Express machines in the market. We see opportunities to expand this system in immediate consumption channels."

David Ramsey, of Best-one Byram Park Road in Knottingley, said he welcomed the move as long as it doesn't hinder the brand's soft drinks business in any way.

"We do operate a Costa machine, but we use Espresso Essential products instead of Costa's

own. Perhaps this is why we haven't heard from them. The acquisition won't affect us as long as it doesn't hinder Coca-Cola's soft drinks business."

Mr Quincey added that the company aims to capitalise in the growing hot beverages category with the acquisition.

Calls for end of energy drink sales to youths 'Worried retailers can offset sales'

Retailers split over gov't energy drink ban proposal

by Alex Yau

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A government consultation to ban energy drinks sold to children in convenience stores has created a divide among independent retailers.

The consultation, which closes on 21 November, suggests prohibiting drinks with more than 150mg of caffeine per litre to under-18s or under-16s. Brands at risk include Red Bull, Monster and Boost.

Ferhan Ashiq, of Levenhall Village Store in Mus-

selburgh, told RN he would prefer self-regulation. "If we're regulated, an offence counts as a crime and the penalties could be harsh.

"I operate a strict no-under-16s policy. I'm not saying we don't make mistakes, but we impose it as much as possible. The last thing I want is a mother shouting at me because her kids are high on energy drinks. Retailers worried about losing sales can offset declines with categories such as food to go."

Ken Singh, of Boghar Bros Stores in Pontefract,

added: "This is bad for retailers – the government is imposing too many regulations. Who's to say products such as chocolate won't soon be regulated as a result of this?"

Arif Ahmed, of Ahmed Newsagents in Coventry, raised concerns about a rise in antisocial behaviour. "We might see an increase in theft or agitation if customers can't buy energy drinks."

However, Anita Nye, of Premier Eldred Drive Stores in Orpington, said legal regulation would level

the playing field. "I have a voluntary ban in my store and official regulation can create balance. There are businesses nearby that don't regulate who they sell energy drinks to."

Aman Uppal, of One Stop Mount Nod in Coventry, added: "I'd want to see the government think of ways to help identify 16-year-olds. They're not going to carry a passport with them. An under-18s ban would be ridiculous. Energy drinks do impact health, but not to the same extent as alcohol or cigarettes."

Retailers to start delivering more

Retailers are considering stepping up their delivery services following the adoption of similar services this year by multiple food and drink chains.

Discounter Aldi announced last month it was launching an online alcohol delivery service for more than 20 spirits. Meanwhile, Marks & Spencer has been trialling a delivery service for its food and drink this year.

Harj Gill, who runs Select & Save The Windmill in the West Midlands, is near to an Aldi, alongside other competition.

"We already run a free delivery service for orders over £10. It's mainly used by the elderly. It's something I'd consider increasing, but it's difficult for convenience in terms of cost and manpower. However, it's the way retail is going," he said.

Local mustard boosts Norwich retailer's monthly sales

A convenience store in Norfolk has boosted its monthly sales of condiments by £76 after it began selling products from local supplier Norwich Mustard. Itteringham Village Shop has sold 24 jars of the £3.20 mustards since it began stocking them last month. Shop volunteer Mike Hemsley told RN the appeal has been down to the brand's provenance. "Customers have been buying the products because of the local appeal and they prefer them over the traditional Dijon mustards. They're keen to support the venture and we've been meeting regularly with the brand's owner to keep stock levels up."



Local Shop Summit venue announced

Newtrade's Local Shop Summit will be taking place at Twickenham Stadium in London on 4 October.

This year's event will see editors from RN and Retail Express host interactive discussion sessions, with partners including JTI and Mars Wrigley Confectionery.

The Summit, now in its seventh year, is designed to provide opportunities for leading retailers to share ideas and network with other innovative entrepreneurs, top convenience experts and industry-leading suppliers.

● For tickets and information on how to get involved, visit betterRetailing.com/lss

NFRN warns of mag distribution shift

NFRN president Mike Mitchelson has warned retailers to expect a major shift in the way some magazines are distributed.

Speaking at the federation's national council meeting in Leicester this week, Mr Mitchelson said

a publisher has made the decision to make two of its titles only available to supermarkets and other multiple retailers.

Independents will receive copies of the titles' next issues, but after that they won't receive

new editions. Instead, any unsold and returned copies at the end of the initial on-sale period at supermarkets will then be distributed to independent retailers.

Mr Mitchelson said it would effectively reduce

the status of independents to "second-class retailers".

Perry Thaker, owner of Charlotte Street News in London, told RN: "It's not right, but what can we do? How are we supposed to survive?"

STORE TOUR



The next stop

A carefully planned rebuild has almost trebled weekly turnover in Maz Amin's Canterbury store. **Toby Hill** finds out how he has taken his business from being an emergency shop of last resort to a modern, attractive and successful convenience store

Imagine a shoebox: that's what the store used to be like," Maz Amin says. "Grills on the door, no windows, just one aisle in the middle and quite run-down."

The store had been in the family for 30 years, but as the grocery market evolved, it had fallen on hard times. So, in 2016, Maz set out to transform its fortunes, investing in a revamp, in partnership with One Stop, that would bring it in line with the latest consumer trends.

The changes paid off: weekly turnover has more than doubled, and often trebled.

"It was about learning from the old store, and also making sure we matched our customer demographics – this is a big student area," Maz explains. "We put in windows and LED lighting. Small things make a difference – we added grey trims to the windows, which gives it a more modern feel."

He also tripled the store's size, from 650sq ft to 1,800sq ft. This gave him the chance to reconfigure its layout, prioritising those categories best suited to the local area and trends in convenience shopping. In first place: fresh and chilled.

"Originally, we had a 1.2 metre chilled section. First, we expanded it to three metres. Now we're in the process of expanding it again, to five metres."

This emphasis on fresh and chilled chimes with students and with trends in

shopper missions more broadly. It directs customers towards simple meals, whether pre-prepared salads, One Stop's range of ready meals or those cooked from scratch with fresh meat or vegetables. In the latter instance, a big chilled range boosts basket spend across the rest of the store, as people buy other ingredients – sauces, noodles, pasta – to go with the fresh produce.

A good chilled section also boosts people's impression of the whole store, Maz adds. "It stops being just an emergency store and becomes more of a top-up place."

As a result of these changes, chilled sales more than trebled. Maz puts this success down in part to the quality of One Stop's core range, as well as its seasonal produce. "At the moment, we've got strawberries and bags of carrots, then, in the winter, they do a casserole veg bag."

He also emphasises the importance of a broad range and strong promotional activity. "Rather than two facings of strawberry cheesecake," he says, "I'd prefer to have one cheesecake and one custard tart, to give that sense of choice."

"Our meal deal – a sandwich, drink and snack, for £3 – is very popular, especially with students. Demand for sandwiches and wraps has outgrown our chiller."

While fresh and chilled is the centre of Maz's business model, other sections are thriving, too. He moved his coffee machine

It's easy to get too worried about wastage, but you have to build some into your business model **MAZ AMIN**



5
The size in metres
of Maz's new
chilled section



Inside my shop

- ❶ Maz revamped the store to meet consumer trends, boosting weekly sales
- ❷ Demand for the store's £3 meal deal has outgrown the sandwich chiller
- ❸ More chiller space and an increase in product quality and seasonality has trebled chilled sales
- ❹ Maz sells up to 20 baguettes a day and is planning an extra bake in the evening

INFORMATION

Location

One Stop Canterbury, 71 Tenterden Drive, Canterbury, Kent CT2 7BH

Size

1,800sq ft

Staff

Three full-time, one part-time

Average basket

£6

Bestsellers

Fresh and chilled, impulse crisps and confectionery, alcohol

from its old position, where it was to the right of the door and behind people's line of sight as they entered, to the back. Beside it, he's located a small bakery area, selling croissants and baguettes.

"We can sell up to 20 baguettes a day, and we're planning to start baking in the evening, too, so people can grab a fresh baguette to go with their dinner," he says.

"It's easy to get too worried about wastage, but you have to build some into your business model."

Now, with the core of his store firmly established, Maz is starting to consider what areas he can develop alongside fresh and chilled. Currently in his sights is food to go.

"We do some hot stuff, but I want to introduce fried food – chips, nuggets, goujons – and then grow from there. I also want to introduce fresh baguette sandwiches. We've got the signage and are hoping to launch when the students come back."

Once the chiller expansion is complete, he aims to introduce more local fruit and veg, and source other premium products, such as ready meals, from different suppliers.

"I like to give customers new things," he says. It certainly doesn't seem likely that he will run out of ideas any time soon. ●



Want to see more of Maz's store? Go to betterretailing.com/one-stop-canterbury

GO FOR GOLD

FILL YOUR SHELVES WITH OUR NEW FINER BLEND



MAKE YOUR FIXTURE SHINE
WITH A HOT BEVERAGE RANGE REVIEW



Subject to availability, selected stores only. Planogram is recommendation only and does not ensure sales.

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SYMBOL NEWS



Airport welcomes Today's Express

Dee Bee Wholesale has opened a Today's Express store in a terminal at Humberside Airport. The shop, which opened at the end of August, includes services and products such as a Costa Coffee machine, newspapers, magazines, alcohol and confectionery. Today's Group retail director John Kinney said: "We are absolutely delighted to be able to support Humberside Airport with a Today's Express store, which will cater for passengers, staff and residents from local communities."

Post Office banking plan 'could backfire'

The Post Office is to boost in-store and external marketing activity around its banking services to help boost footfall for its retailers.

The campaign will run between 17 September and 16 November, and will emphasise services such as cash and cheque payments, alongside in-store bank account withdrawals.

Ketul Desai, of Nisa The General Store in Tufnell Park, London, added Post Office services to his store in July, but warned the increased marketing could create a competitive disadvantage.

He told RN: "The services can help boost footfall, but there's a risk the Post Office might be spreading itself thin. We might lose customers if they find out there's another branch nearby."

Nisa warns old EPOS vulnerable to hackers

Nisa has urged some of its retailers to update their EPOS hardware to prevent computer hackers from accessing their sales data.

The symbol group has warned any system unable to run an operating system more recent than Windows 8.1 will be unable to support an upcoming EPOS update.

Alongside being at risk of a security attack, Nisa claims hardware that can only run on the older operating systems will be unable to access the symbol group's website, submit orders or download pricing updates.

Suppliers will look for new customers 'There's an opportunity, but it's about balance'

Restaurants' woes could be retailers' blessings

by Alex Yau

alex.yau@newtrade.co.uk

High street restaurants' financial struggles could allow independent retailers and wholesalers to access product ranges previously unavailable to them, RN has been told.

A combination of financial and tax issues has forced various restaurant chains to close branches or enter administration. Affected businesses include Gaucho, Prezzo, Jamie's Italian and Byron Burger.

However, Shore Capital

head of research Clive Black told RN the issues provided opportunities for convenience. "Several organisations such as Gaucho over-expanded and this will no doubt negatively impact the supply chain. However, this leaves suppliers with a gap in their turnover, and they will have to find new business," he said.

"On top of this, we've seen consolidation and collapse throughout wholesale. All of this is bound to have a ripple effect and one business's challenges can provide

opportunities for another – we saw it when Bestway picked up Conviviality's wholesale business."

Joe Williams, of Spar The Village Shop in Hook Norton, said the quality of his sandwich range improved when he was forced to find new products following the collapse of a supplier.

"Our shop used to be supplied by a sandwich company that closed down in July. We found a tea shop nearby, which has managed to pick up all the business from our old supplier. They've filled the

gap we had and the quality of their products is much better," he said.

However, Select & Save managing director Andrew King said there were dangers with picking up too much new business.

"There's an opportunity, but it's about balance. You have to make sure you don't overcomplicate your business by picking up too many suppliers. Otherwise, you'll find you'll have to manage more deliveries, more paperwork, more payment and more relationships," he said.

Domestic products might benefit from Brexit

Increased duty on goods traded between the UK and EU as a result of a 'no deal' Brexit could boost sales of domestic products, an industry expert has told RN.

The government's guidance on likely outcomes should the UK leave the EU without a deal on 29 March 2019 warned of

high costs on products transported between the UK and EU.

Wholesale expert David Gilroy told RN manufacturers who only sell products domestically could benefit: "Any tariffs would make products more expensive, but this might benefit some UK producers."

"Customers might switch from lager to cider or bitter. People won't be prepared to pay a premium on goods if the prices increase, but they aren't going to stop consuming products. Domestic suppliers have a chance to thrive, and retailers, alongside wholesalers, have an opportunity here."

However, Peter Lamb, of Lambs Larder in Tunbridge Wells, said common household goods could be hit severely. "The country will grind to a halt because the economy will suffer at the lower value end. Not many of these products are produced or packaged in the UK," he added.

NEWS & MAGS

Lack of free distribution dents numbers 'We stopped moving a lot of free and bulk copies since last year'

ABC figures show circulation drop across all regional papers

by **Marcello Perricone**

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All regional newspapers suffered a year-on-year decrease in circulation between June 2017 and June 2018, according to the latest Audit Bureau of Circulation (ABC) figures.

Newquest's Brighton Argus saw the smallest change, declining by 1.52%, with the Swindon Advertiser and the Irish News close behind with a near identical 6.83% and 6.84% drop in circulation.

Meanwhile, 37 of the 58 regional titles analysed suffered an average decrease of 13.77%, with Archant's Ipswich Star seeing the biggest drop at 36.92%, followed by Reach's Cambridge News at 33.36%.

According to sources at Archant and Reach, the

results are due to a shift in publishing strategies, which saw the reduction of free distribution and an increase in the circulation share of paid copies.

Craig Willetts, regional newspaper sales director at Reach, told RN: "We stopped moving a lot of free and bulk copies since last year as part of a cost-saving measure, and our paid-for ratio went from 76% in 2017 to 96% paid-for this year. A big part of that circulation number came from bulk sales, so the actual drop is much lower."

Darron McLoughlin, circulation director at Archant, added: "When analysing the Paid Single Copy element of the sales year on year it shows that the Ipswich Star has closed the gap compared to previous periods at -10.1%."

PUBLICATION	JAN-JUN 2018	JAN-JUN 2017	YEARLY CHANGE
Aberdeen – Press & Journal	45,935	49,475	-7.16%
Belfast Telegraph	35,931	39,314	-8.61%
Birmingham Mail	15,367	18,029	-14.77%
Bournemouth – The Daily Echo	11,521	12,795	-9.96%
Bradford – Telegraph & Argus	11,204	13,264	-15.53%
Cambridge News	8,005	12,012	-33.36%
Cardiff – South Wales Echo	12,649	14,361	-11.92%
Carlisle – News and Star East	4,723	6,126	-22.90%
Carlisle – News and Star West	1,753	2,256	-22.30%
Coventry Telegraph	11,438	14,072	-18.72%
Darlington – The Northern Echo	20,323	22,622	-10.16%
Derby Telegraph	16,785	18,891	-11.15%
Dundee – The Courier	34,260	37,142	-7.76%
Express & Star (West Midlands)	42,208	51,722	-18.39%
Glasgow – Evening Times	19,130	22,397	-14.59%
Hull Daily Mail	21,813	25,437	-14.25%
Ipswich – East Anglian Daily Times	13,263	14,857	-10.73%
Ipswich Star	6,001	9,513	-36.92%
Irish News – Morning	33,647	36,115	-6.83%
Lancashire Telegraph – Blackburn	8,149	10,532	-22.63%
Leeds – Yorkshire Evening Post	10,322	15,192	-32.06%
Leeds – Yorkshire Post	20,820	23,055	-9.69%
Leicester Mercury	21,130	25,535	-17.25%
Liverpool Echo	35,038	41,773	-16.12%
Newcastle Chronicle	20,756	25,056	-17.16%
Norwich – Eastern Daily Press	26,788	31,514	-15.00%
Nottingham Post	14,814	17,265	-14.20%
Oxford Mail	9,038	9,922	-8.91%
Paisley Daily Express	4,378	4,720	-7.25%
Plymouth – The Herald	13,833	15,755	-12.20%
Portsmouth – News & Sports Mail	14,767	17,940	-17.69%
Shropshire Star	21,736	24,942	-12.85%
Southend – Basildon – Canvey – Echo	15,978	17,932	-10.90%
Swindon Advertiser	8,481	9,104	-6.84%
Teesside Gazette	16,204	19,699	-17.74%
The Argus Brighton	10,212	10,370	-1.52%
The Mail	5,287	7,026	-24.75%
The Post	13,102	17,148	-23.59%
The Scotsman	17,013	21,214	-19.80%
The Sentinel	22,047	25,181	-12.45%
York – The Press	11,922	14,075	-15.30%

Price of weekend FT to go up to £4

The Financial Times has announced a 10p pro-rata cover price rise for its FT Weekend edition, bringing the paper's recommended retail price to £4.

The change came into effect on the first weekend of September and retains retailer's margins at 22%, up from 85p to 88p.

NFRN head of news Brian Murphy said: "The NFRN welcomes the pro-rata increase. The FT is clearly a commodity and can achieve this RRP, and we look forward to working with them on developing sales through our membership."

Collectable move for Immediate

Publisher Immediate Media has launched a new trading card collectable series based on the Lego Star Wars brand.

The collection, which is aimed at children and adults, is composed of limited-edition cards and collectable tins in £1 starter packs.

Immediate's assistant publisher, Alex Coates-Newman, said: "Lego became the biggest boys' brand in magazines over the past five years, and the longevity of Star Wars is unparalleled. This collection is a perfect opportunity for us to expand our portfolio and move into the collectables sector."

CHOOSE GREAT COKE TASTE WITH OR WITHOUT SUGAR



In 2016 we reformulated Coca-Cola zero sugar to taste even more like the original Coca-Cola and as a result Coca-Cola zero sugar is the fastest-growing major cola in UK retail.*

From September Coca-Cola zero sugar will also look more like Coca-Cola original taste as we move to the iconic Coke Red across both brands.

This exciting move will be supported by a £5m marketing campaign, including TV, to explain to consumers that they can enjoy that great Coke taste and experience their way – with or without sugar.

To find out more visit www.cokecustomerhub.co.uk
or call Customer Hub on 0808 1 000 000

*Top 5 Cola Brands in GB, AC Nielsen value MAT to w/e 23.06.18.

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TASTE THE FEELING

PRODUCT TRENDS

Costcutter 'Spookily Good'

Costcutter has revealed its new 'Spookily Good' Halloween campaign is designed to help retailers increase sales among adults, as well as children, this year.

The group's latest campaign, due to be rolled out in October, will feature recipe ideas, in-store PoS and promotions for beer, wines and spirits, to take advantage of the growth in parties and 'fright night' celebrations.

Jenny Leetch, brand manager at Costcutter, said: "Halloween gets bigger every year and house parties now rank in the top five activities for Halloween. While we've created offers across confectionery, this year's campaign is all about adults, with inspiring recipe ideas and offers on lines including beer, wines and spirits."

Last year, UK Halloween sales exceeded £320m, according to Mintel data.

Dexters adds halal sweets

Dexters is expanding its halal-accredited range of sweets with Tiger Tongues sour candy sticks.

The 10p pricemarked confectionery will be available from 1 October in Strawberry, Apple, Blue Raspberry and Mixed Fruit flavours.

Paul Simpson, commercial director at parent company Kervan Gida, said: "Consumer demand for sour sweets continues to soar, and the new products reflect both this and the growth in popularity of halal-accredited sweets. The sweets are also available in shelf-ready packaging."



Premium sharing snacks bring Christmas cheer

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Retailers must take advantage of larger premium sharing snack formats at Christmas to increase their profits, suppliers have told RN.

KP Snacks and Pipers Crisps both reported 4.7% growth in the category during the same period last year, making it the largest-selling segment at Christmas in 2017.

Matt Collins, trading director for convenience,

wholesale, discounters and foodservice at KP Snacks, said investing in these trends can increase profits.

"Christmas 2017 was the biggest trading week ever, valued at £3.5bn, and this year will be no different. Crisps, snacks and nuts were among the top-performing categories last Christmas, with an £8m boost, growing at 3.7% over the festive period," he said.

Mr Collins added that 71% of impulse purchases that include alcohol also include at least one snack.

"Retailers can encourage cross-category shopping and trade-up by positioning nuts and crisps in the beers, wines and spirits aisle, for example," he said.

Katy Hamblin, marketing manager at Pipers Crisps, said retailers can take advantage of the demand for more premium snacks, since shoppers are willing to spend more as Christmas approaches.

"Offering premium snacks such as Pipers' Delicias Jalapeño & Dill helps retailers stand out

from the growing competition on the high street. This means the average spend from their customers rises, as do their profits. Plus, a snack range with good shelf standout and design can increase premium snacking sales," she added.

Joanna Casonato, of Giacobiazzi in Perth, said: "People definitely spend more on sharing, premium snacks in the run-up to Christmas. Walkers' Sensations do particularly well for us."

Ritz crackers to get healthier recipe

Mondelez International will be reformulating the recipe of its cracker brand, Ritz, to contain 74% less saturated fat, to tap into the growing healthier snacking trend.

According to Kantar Worldpanel, 46% of snack purchases are chosen with health in mind, with

the figure growing by 7.7% year on year.

Melissa Stuart, brand manager for Ritz, said this trend provides retailers with new sales opportunities.

"Retailers should invest in a range of savoury snacks that contain less saturated fat, as health

concerns are prompting shoppers to purchase lighter options," she said.

Meanwhile, IGD data has revealed that 85% of consumers are trying to improve their diet to become healthier. As a result, Ritz has added a Tomato & Herbs flavour to its cracker range.

"The brand will bring all packs together with a new look, as well as two-facing shelf-ready packaging that will be more space-efficient. The two-facing case fronts will mean that Ritz packs will have a strong standout on shelf," added Ms Stuart.

#LSS18

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– Ferhan Ashiq,
Levenhall Village Store, nr Edinburgh



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BRAND SNAPSHOT



The gift of chocolate

Mondelez has expanded its Toblerone range with a 200g milk chocolate block, and a large 750g block that is designed for gifting.



A Disney breakfast

Symingtons' new Disney Kitchen range offers products across breakfast, on-the-go and snacking that are designed to appeal to families.



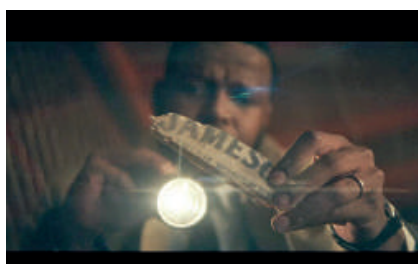
Crespo's new look

RH Amar has given its Crespo olive brand an exciting new design to drive growth in the £35m ambient olive category.



A sign of Quality

Quality Street will be supported by a high-profile media campaign this Christmas. Nestlé says last year's TV advertising reached 17 million people.



Whiskey galore

Jameson whiskey is returning to TV for the first time in seven years, with a £1.2m campaign. The ad runs until the end of this month.



Electric sales power

Global Brands' VK promotion includes a special edition 'Electric' mixed pack that contains a branded power bank for charging mobiles on the go.



Burton's festive biscuits

Burton's Biscuit is introducing seasonal pack formats for its Maryland Cookies and Cathedral City Baked Bites products.



Beefy's booze

Benchmark Drinks has partnered with former cricketer Sir Ian Botham OBE to launch his new range of premium Australian wines.



Rockstar's new Start

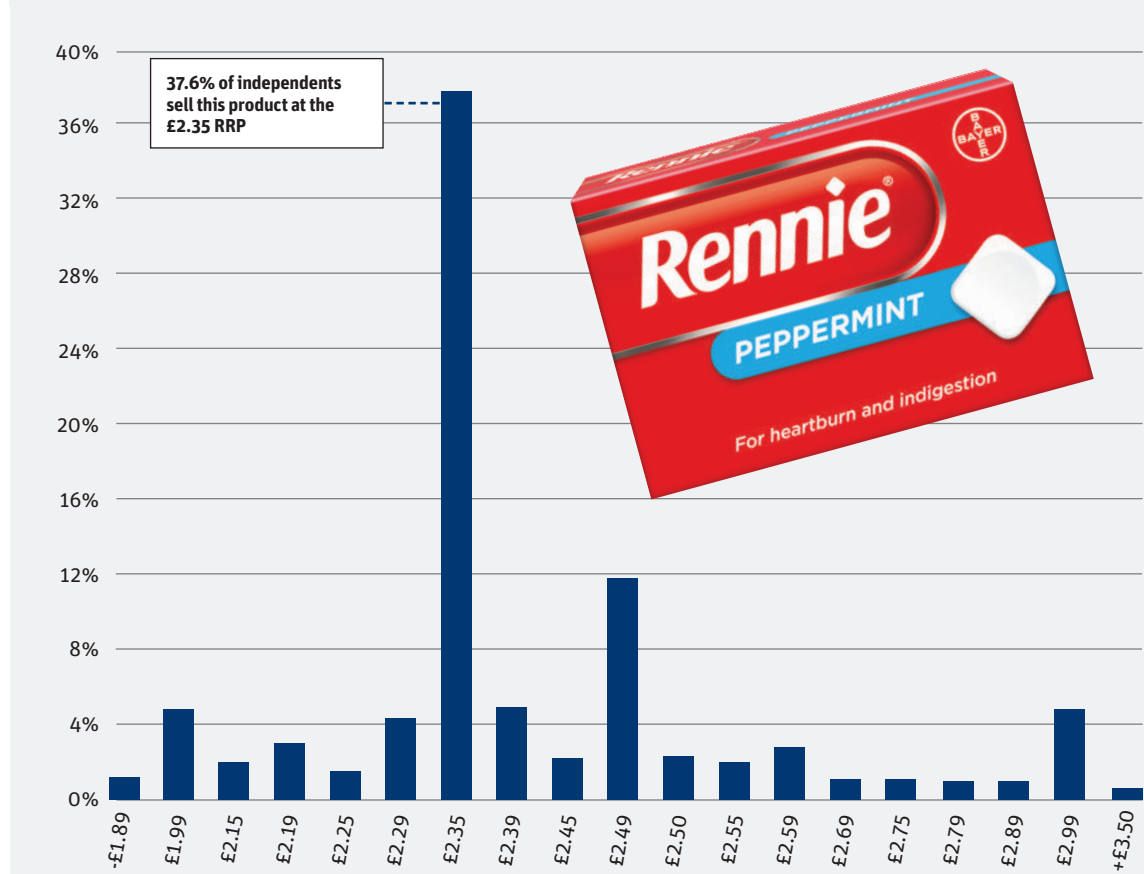
Rockstar First Start is targeted at morning shoppers. The 500ml cans come in two flavours: Mixed Berries and Orange Clementine.

PRICEWATCH

Profit checker OTC medicines

Price checker

RENNIE PEPPERMINT 24s Price distribution %



Analysis

In line with the distress nature of most purchases in the OTC medicine category, our price analysis of Rennie Peppermint 24s shows that the majority of retailers surveyed charge £2.49 – 14p above the RRP of

£2.35. This holds true regardless of whether the shop is in a town, city or rural area.

However, with supermarkets offering competitive pricing on branded and non-branded medicine

products, our Profit Checker graph tells a different story. 37.6% of retailers choose to stick with Booker's RRP of £2.35. The next popular price point is £2.49, with 11.7% of retailers charging this.

PRODUCT

Galpharm Ibuprofen Tablets 16s

Happy Shopper Paracetamol Tablets 16s

Calpol Sugar Free Suspension Liquid 100ml

Imodium Capsules 6s

Nurofen Tablets 12s

Nurofen Express Caplets 12s

Calpol Six Plus 80ml

Rennie Peppermint 24s

Happy Shopper Paracetamol Capsules 16s

Rennie Spearmint 24s

Happy Shopper Ibuprofen Tablets 16s

Piriteze One A Day Hayfever Tablets 7s

How we drive our profit

Kay Patel

STORE Best-one Global Food & Wine
LOCATION Stratford, London
SIZE 1,200sq ft
TYPE city

TOP TIP

Bring medicines out on to the shop floor and stock a good core range of branded and non-branded products



A few years ago, we worked with two healthcare companies to acquire a stand and brought OTC medicines out onto the shop floor. It was a risk, because we're in a high-footfall area, but it doubled our sales, and the margins of around 40% cover us for the increase in theft. The fact that people can browse and don't have to ask for sensitive products such as Imodium has helped boost sales. We stock a good core range, including seasonal medicines for hay fever, and our cold and flu medicines benefit from being included in Best-one promotions.

Anita Nye

STORE Premier Eldred Stores
LOCATION Orpington, Kent
SIZE 1,200sq ft
TYPE parade

TOP TIP

We integrate our medicines with stock on the shop floor rather than keeping them behind the counter



OTC medicines are seasonal for us. In summer, we sell more hay fever and pain relief tablets, and in the winter, it's more cough medicines. The budget brands do well; we sell Galpharm hay fever tablets at £1.09 and Happy Shopper paracetamol at 69p. Consumers have wised up to the fact that branded and unbranded medicines are exactly the same. We have a chemist nearby, but we capitalise on the fact we open one hour earlier than it does and remain open three hours later. I aim for around 30-35% margins on these products.

Alex Yau
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 020 7689 3358
 @AlexYau_RN

Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SMALL LOCAL SHOP IN SOMERSET COUNTRY TOWN	RETAILER 2 C-STORE ON EDGE OF CENTRAL DUNDEE	RETAILER 3 VILLAGE POST OFFICE AND SHOP IN NORTH YORKSHIRE	RETAILER 4 HIGH STREET POST OFFICE AND SHOP IN NORTH LONDON	RETAILER 5 C-STORE IN RESIDENTIAL SUBURB OF NEWCASTLE	RETAILER 6 LARGE C-STORE IN RESIDENTIAL AREA OF LARGE HAMPSHIRE TOWN
89p	59p**	79p	£1.19	65p	£1.49	£1.19	99p
79p	69p	58p	–	69p	–	99p	99p
£4.10	£4.25	£3.59	£4.19	£4.09	£3.49	£3.99	£4.49
£3.84	£3.79	–	£3.99	£3.60	–	£3.99	£3.89
£2.70	£2.69	–	£2.39	–	£2.49	–	£2.99
£3.61	£3.49	£3.30	£3.59	£3.39	£3.49	£3.49	£3.69
£4.12	£4.25	£3.99	£4.19	£3.66	£3.49	£3.99	–
£2.41	£2.35	£2.29	£2.69	£2.35	£2.49	£2.49	£2.49
£1.13	£1.15	99p	£1.29	£1.15	–	£1.25	–
£2.42	£2.35	£2.29	£2.69	£2.59	£2.99	£2.49	–
90p	65p	–	–	–	–	£1.19	99p
£4.52	£4.99	£4.99	–	£4.99	£4.49	–	–

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

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Peter Lamb

Lamb's Larder, Tunbridge Wells

Benhall Forge Honey (£6.95)



Where did you discover it?

I sell lots of local honey even though it costs a fortune. We buy it for £5 and sell it at £6.95, shifting 20 jars a week easily. We work with three suppliers. When the first supplier approached us, I was sceptical; you can buy commercial honey for £2, so who would pay £7? But I was wrong, and they immediately sold well. Then a second supplier came, then a third, and we took them on, too.

Who buys it?

It's mainly people over 60 – they put it on their porridge in the mornings. They love it because it looks homemade and takes them back to their childhoods. Younger customers aren't really interested.

Why is it so successful?

People mainly buy it because of the message that eating local honey is good for allergies. Because of this, we source from three suppliers; we started with one from three villages away, then someone closer approached us, so we took them on, too. Then a third supplier from the village green asked if we'd like to stock their honey. The other two local lines were selling well, so I thought, why not?

Ralph Patel

STORE The Look In
LOCATION Woodmansterne, Surrey
SIZE 400sq ft
TYPE village

TOP TIP

Keep your range in the eyeline of customers so they can familiarise themselves with your stock and know they can rely on you



We're a small village shop, so OTC medicines are not going to set the world alight. Having said that, it ticks over for us, making up around 5% of our turnover. We have no competition nearby, so we have a 3m space behind the counter dedicated to a range of medicines, from hay fever tablets to cough medicines. We stock the main brands as well as cheaper non-branded alternatives. Children's medicines do well for us, as sales mainly come from distress purchases. We benefit from customers knowing that if they run out, we'll stock a solution.

Vince Malone

STORE Tenby Stores & Post Office
LOCATION Tenby, Pembrokeshire
SIZE 900sq ft
TYPE town

TOP TIP

Offer branded as well as non-branded products; know your peak selling points and keep products in the eyeline of customers



Our sales of OTC medicines are driven mainly by summer holiday sales. Prescriptions are free in Wales, so many locals won't pay for medication. Holiday-makers, on the other hand, will come in for Calpol, Imodium or Nurofen. They often prefer to go for brands. We started stocking Anadin four months ago and it outsells the non-branded equivalent by as much as three times. You can never second-guess what people will buy, although Sunday mornings are usually when paracetamol is bought with a Lucozade.

REGIONAL NEWS

NFRN

Northern

DHL stays silent on Amazon

Retailers remain frustrated after receiving no further updates from DHL, following the news last month it will no longer handle Amazon parcels.

Graeme Pentland, Northern district president and owner of Ashburton Village Store, said his last day for Amazon deliveries has now passed.

"DHL did ring to confirm there were no parcels left in the shop," he said. "But we have had virtually no information from them about what's going to happen next."

He added: "Pass My Parcel has now also died a death. We are disappointed to have lost our customer flow. This is a major blow for us."

Mr Pentland said he would contact DHL this week for an update.

London

Struggle for Smiths meeting

London district members have been unable to schedule a meeting with Smiths News in Hertfordshire, despite ongoing paper delivery issues.

District president Nilesh Patel said: "Everyone is on holiday, but we are hoping to arrange a meeting for September. However, the office team at Smiths has agreed to attend one of our branch meetings."

Retailers have been reporting issues of late paper and magazine deliveries and missing supplements and vouchers over the past three months.

"We experienced the same problems when they opened," added Mr Patel.



Scotland Charge of up to £500 every five years possible 'We will continue to fight this'

Alcohol licence renewal could cost retailers dear

by Megan Humphrey

megan.humphrey@newtrade.co.uk

Retailers have warned the introduction of an alcohol renewal licence fee in Scotland could cost stores up to £500 every five years.

District national councillor and owner of a Family Shopper in Glasgow Mo Razzaq said the charge would force small businesses to pay high costs.

"The government is proposing a renewal fee of £50 every five years, but every licensing body has different rates," he said. "We simply don't have the time to fill out the application. For us to do this, we would have to pay someone a wage to come and look after the shop, and a lot of us would also need to pay for training to help us fill it out. All in all, these costs could add up to £500."

Mr Razzaq said the deadline to submit is 31 May 2019, but he is concerned about the time constraints this imposes.

"The worry is everyone will leave it too late," he said. "There are 40,000 licence holders in the UK. Even if it's submitted just before the deadline, the council will have a backlog to approve. It could mean retailers are left with no alcohol licence."

President Mike Mitchelson has urged the government to rethink its decision. He said: "Independents are already hard-pressed as they operate in an environment of rising costs and falling margins. Our concerns were registered when we responded

to the Scottish government's consultation, so we are disappointed that it appears to be pushing ahead with this plan."

In addition, Mr Razzaq believes the fee favours multiples. "The government seems to be playing into their hands. They have the staff and departments to deal with these matters," he said.

"The government is making it harder for small businesses to stay in business, but we will continue to fight this."

Wales Assembly to consult on MUP

The Welsh Assembly has invited retailers to provide their views on minimum unit pricing (MUP) at a government sub-committee meeting later this year.

The meeting, due to take place on 6 November, will be attended by national president Mike Mitchelson, NFRN Public Affairs and campaign group Alcohol Concern.

District president Mark Dudden said it is crucial for the new sub-committee, which was created last month, to consult with retailers ahead of the meeting.

"We are engaging with the Welsh Assembly on this. We think we have got our foot in the door," he said.

Mr Dudden hopes the meeting resolves any concerns over the negative impact of MUP.

"The government said MUP will help independent retailers to compete more. Deep down, I'm worried this isn't going to be the case," he added.

The news comes after the Welsh government approved a bill in June making it illegal to sell alcohol for less than 50p per unit.

Upcoming regional trade events

NFRN/NewstrAid curry night & trade show

Date 11 Sep, 6pm-10pm
Location 3D Centre, Bolton

NFRN/Menzies open day

Date 20 Sep, 9.30am-2pm
Location Menzies Linwood

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

YOUR VIEWS

■ The industry should switch to electronic subscription vouchers

As a roundsman, I have to deal with a lot of paper vouchers for newspaper subscriptions.

As you can imagine, we have to then also deal with lost vouchers when customers misplace theirs. This is because a lot of my older customers leave them outside their door under the mat because they can't always go out, or they will send them to us by post, which means they sometimes get lost.

Unfortunately, a lot of publishers have a policy where they do not compensate customers for lost booklets, which in turn means I lose out on profit. On the last occasion, a customer of mine had lost theirs, which would have lost me £163.80 in profit, if the publisher hadn't decided to issue another one to them.

It would be great if the whole newspaper and magazine industry switched to electronic vouchers or implemented

another system where we aren't made to deal with paper vouchers – it would be easier if we could just log every-thing into the system electronically. That way, lost voucher booklets would not be a problem.

Raj Wadher
Upton News, Slough



■ Hermes horror: parcel delivery service is simply unacceptable

Up until the beginning of this year, Hermes were providing us with a fantastic service for parcel collections. However, after changing contractors, parcel collection has been a nightmare.

Initially, the service was okay, but over time it has worsened. Now, when the drivers know they can't come to us before closing time, they

don't bother showing up at all, so I end up having days' worth of parcels stacked up.

Last week, I had parcels piling up from Saturday, Sunday, Monday, Tuesday, Wednesday and Thursday because a driver hadn't come to collect them. So, on Friday, I spent half an hour on the phone to Hermes to make sure they sent someone.

When the delivery man came he was apologetic and said other retailers in the area were also complaining about the collection service. We had collected 53 parcels by this point, and being a small store, it took up 10% of our floor space.

On another occasion, Hermes told me the driver was only two shops down and would be with me soon, so I waited until 7pm, which is past my closing time. Did he show up? No, he didn't. This is simply unacceptable, especially when we have regular customers who use the service and are reliant on them.

Ralph Patel
The Look In, Surrey

Hermes were unable to comment by the time RN went to press

VIEW FROM THE COUNTER with Mike Brown



I am writing this column on the 9.43am train from Northallerton to King's Cross for the Rugby League Challenge Cup Final between Catalans Dragons and Warrington Wolves at Wembley Stadium.

Unfortunately, my team, Leeds Rhinos, were knocked out in the semi-finals by Warrington Wolves, but I am still going to celebrate the high-light of the season and have a great day out.

Lucky for us, the papers arrived just after 5am and the morning deliveries went very smoothly, which is always a relief when you have planned to do something.

This summer we took advantage of the dry, sunny weather and decorated the outside of the shop. It is only a couple of years since it was last done, but the winter was so horrendous we needed to do it again.

On 22 September, Stokesley Show and fair week descends on The Showground next to the shop, so I am hoping for an increase in sales that day, providing the weather holds up.

At the moment, we are busily stocking up having studied our EPoS data from last year and analysed any notes we made in the diary. The general rule of thumb is to add 10% to stock levels to avoid sell-outs, particularly with cigarettes. We will also contact Menzies Distribution to increase our newspapers and magazines delivery.

My two eldest daughters are travelling in America at the moment, but they have promised to be back for the show and help out.

With 20,000 potential customers camped on our doorstep, I am certainly going to need them.

YOUR SAY How do you feel about the potential extension of the plastic bag levy to all retailers, at a price of 10p?



Zoe Horner

Wentworth Village Shop, Rotherham

I think it's a great thing, both the extension and the price increase. We get loads of people stopping by every day and asking for a bag, which

they end up either throwing away or using as a bin itself. If you charge them 5p or 10p every day for a bag, they will think twice about using more plastic, which will be better for the environment.

Peter Lamb

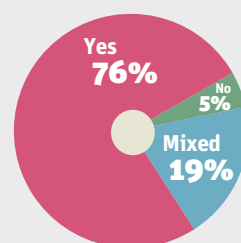
Lambs Larder, Bells Yew Green, Tunbridge Wells

I would support the 10p charge if it was going to a worthwhile cause, but at the moment it will just be added to a business' bottom line. I am concerned it might put customers off as well. There have been times where I have been shopping myself and have forgotten to take a bag. Customers might be put off from buying more items in one trip because they are against the bag charge.

Joanna Casonato

Giapiozzi, Kinross, Perth
We charge 5p for normal bags and then 15p for the longer-life ones. I think, overall, the plastic bag charge is a really positive thing. Customers are happy to pay for the bags – it has become a normal thing now. When it first came into force, we noticed a significant decrease in the number of people buying plastic bags, and more people bringing in their own from home.

RN READER POLL



Have you seen a boost in own-label product sales over the past year?

NEXT WEEK'S QUESTION

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

Vote now at
betterRetailing.com

BIG NIGHT IN

X Factor has already begun and Strictly Come Dancing will follow this weekend, signalling the start of a likely boom for autumn big night in sales. **Priyanka Jethwa** guides you through the opportunity

Cold nights, big profits

This year's heatwave has highlighted just how important the weather can be in affecting convenience store shoppers' buying habits. And while summer boosts sales of drinks, burgers and ice creams, autumn brings sales opportunities of its own.

Halloween, Diwali, the return of the Premier League and hundreds of other reasons make autumn the perfect time to boost big night in sales, suppliers say. "With the colder months calling for an increase in indoor social gathering, independent stores can tap into this sales opportunity by stocking up on all the essentials needed for last-minute get-togethers for a big night in,"

says Matt Collins, sales director for convenience at KP Snacks.

Plus, the evidence suggests while this is the perfect time to review and improve big night in displays and ranges, there are more long-term trends at work, too. Recent research from Unilever's Partners for Growth platform shows a sharp increase in evening snacking. While 28% of all meals at home are made up of snacks, daytime snacking is in decline and evening snacking is pushing up the overall category's growth.

So, what can store owners and managers do to ensure they benefit? Here, RN shows how retailers and suppliers are working to capitalise on this opportunity.



Stocking the right sharing range is crucial to making the most of a big night in

Focus on display, promotions and pack size

"Stocking the right sharing range is crucial to making the most of a big night in, but it's equally important to have the right promotions and displays in place to entice the shopper," says Collins. Retailers who are allowed to should encourage cross-category purchases by grouping together snack foods, wine and beer, and sharing bags of crisps and confectionery.

Steve Kelly, channel director at Premier Foods, agrees that secondary siting will make the most of impulse opportunities. "Having all the components for a night in on one display will help attract shoppers to the fixture and can drive cross-category purchases," he says.

A key trend in alcohol is premiumisation, according to Toby Lancaster, category and shopper marketing director at Heineken. He suggests displaying more premium lines in stand-out places, such as by the entrance or at the end of an aisle, to encourage shoppers to trade up and try something new.

Pricemarked packs are also an effective tool to drive impulse sales. Collins says KP Snacks' £1 price-marked range is performing incredibly well and growing ahead of the total £1 pricemarked market at 30%.

Sugar confectionery offers similar opportunities, according to Hayley Nixon, marketing manager at Haribo. "We have a diverse portfolio of sweets on the market with sharing formats, mini bags and pre-portioned multipacks, helping shoppers make the choice that is right for them, their friends and family, whatever the occasion," she says.

Offer healthier options

More shoppers are opting for lower-calorie snacks and those that offer a free-from alternative, so it is important retailers' ranges tap into this trend.

Debbie King, director of commercial sales and marketing at Cofresh, says: "Health trends continue to drive the crisps, snacks and nuts category, and retailers who offer healthier alternatives to traditional snacks should be able to maximise sales significantly, not only for big nights in during autumn, but all year round."

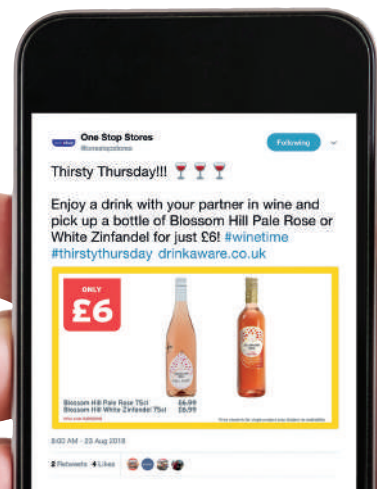


Friends and families come together for events and socialising throughout the colder months

Promote it

Social media can be an invaluable tool for engaging shoppers with your big night in offering.

Nick Widdowson, merchandising and creative controller at Unilever's Partners for Growth, suggests using competitions to drive engagement. "Offering entry into a prize draw for people who like, share and comment on posts can really spread the word and bring customers in," he says. ●



8 TOP PICKS FOR YOUR BIG NIGHT IN DISPLAY



Haribo Fruitilicious



Butterkist Sweet & Salted Popcorn



Hula Hoops Flavaring's Tangy Cheese



Old El Paso meal kits



Mr Kipling Chocolate & Marshmallow Slices



McCoy's Chip Shop Salt & Vinegar Chips



Poppets Toffee sharing bags



Maynards Bassetts Soft Jellies Wild Safari



HARIBO

No.1 Sweets Manufacturer*



Supermix has an exciting new mix!

Must-stock, top 5 best seller**

Supported by
a **£1.3 million**
media campaign!



Stock up now for **SUPER** sales!

IN-STORE BAKERY

The great bake off

An in-store bakery can increase sales and attract a new customer base to stores. But the category is more complex to manage than offering a tray of cakes and croissants. **Helena Drakakis** speaks to four independent retailers to find out their top tips for making the most of the category



SEEK SUPPORT

I work with Cuisine de France, which supplied the oven on the agreement that I sourced products from the company. I was a beginner, so working with them gave me confidence. I started with a core range of croissants and pain au chocolat, but with the help of my rep, I've expanded to lemon fingers, yum yums and other bestsellers.

I've just bought my own oven so I can start sourcing products from other suppliers. Through talking to other retailers, I know I can increase my margins this way, but I recommend working with a reputable company if you're starting out.



Vip Measuria
One Stop The
Prior Way,
Borrowash,
Derby

RANGE CORRECTLY

I own four Spar stores in Wales, and two have a scratch bakery, which means I can offer a core range of breads, pastries and premium products. Premium lines such as Portuguese custard tarts and homemade Eccles cakes make the margins for us, with 40% profit on return.

We're looking at around 60% profit on return on our scratch bakery breads, which are labour intensive. We range according to the season and our customer base. Going into the autumn, for example, a more mature holidaymaker visits after the schools go back. They are more affluent customers, so we highlight premium.



Conrad Davies
Spar, Wales

LET CUSTOMERS SEE AND SMELL

My ovens have fans in them that pump out the smell of freshly-baked cakes and bread around the store. I have the same thing at my coffee machine, where I also sell pastries.

I've found customers often buy pastries with coffee and it is the smell of them that leads them through the store and over to the display.

I sell Frank and Honest gourmet coffee from a stand in my grab-and-go section at the front of the store, and tasty products such as breads and buns are towards the back to encourage people to walk through the shop.



Eddie Poole
SuperValu,
Dromore,
Northern Ireland



A good bakery display can transform the way shoppers see your store

CROSS-MERCHANDISE

I cross-merchandise products in my store all the time, whether it's pastries with coffee or buns, or brioche with meats.



Conrad Davies
Spar, Wales

At the moment, we have stacks of brioche buns near our barbecue meats and, having seen this idea in another store, I'm looking at getting some troughs that can house buns underneath our meat chillers.

In one of my Spar stores I've brought the bakery section to the front of the shop and moved grocery to the back to really catch the attention of customers. We also slice bread on the shop floor to add theatre.



PERSONALISE

We're a not-for-profit shop in a rural village. The look and feel of the shop is very rustic and we've built on that. When people come in they say they think they're in Emmerdale.



Julie Atkinson
Hollins Green Community Shop, Warrington, Cheshire

To complement our bakery range we started baking our own bread. We sell it in our café area and also in the shop in lovely wicker baskets with a sign saying 'Freshly Baked with Love'. Customers come in especially for it. I think it adds to the atmosphere of a warm, welcoming, rustic community shop. When customers come in for the first time, they want to come back.



ACCESS TRAINING

When I set up my in-store bakery with Cuisine de France, they had a training model in place. I found this was invaluable in getting the relevant paperwork set up and making sure myself and my staff were compliant with the health and hygiene requirements.

Now I know how to train new staff on the in-store bakery myself, and I know what paperwork needs to be in place. I also keep up-to-date with best practice. Cuisine de France provided me with a great foundation to build upon going forward. Now, I'm looking to double our sales from 5% to 10%.



Vip Measuria
One Stop The Prior Way, Borrowash, Derby

FIVE TOP TIPS



Paul Whitely
Head of marketing UK, Aryzta Food Solutions

1. Position countertop and floor-standing bakery units near a coffee machine to generate additional impulse sales.
2. Implement a link purchase, such as a coffee with a croissant or pain au chocolat, to capitalise on the breakfast-to-go opportunity.
3. From 2pm onwards, the traditional food-to-go missions begin to slow, but treat sales pick up, so stock bagged doughnuts and other sweet treats to drive additional sales of impulse and take-home products.
4. Follow trends by stocking more premium products, such as sourdough, and bakery lines that contain seeds and grains to appeal to more health-conscious consumers.
5. Work with suppliers to offset costs. Retailer investment in equipment, stock and operations is offset by the support provided by suppliers in terms of training and product and display equipment.



MINIMISE YOUR WASTAGE



Eddie Poole
SuperValu, Dromore, Northern Ireland

Wastage is hard to manage with an in-store bakery, but there are procedures we put in place to minimise it. For example, during the hot weather, there was an increase in fruit, veg, meat and alcohol sales, but bread sales significantly reduced.

Every Monday, I sit down with my managers and we print a weather report for the week so we can more accurately predict stock levels. Knowing your customer base is also key. My Dromore store is in a less-affluent area, so £1 bread sells well, whereas in my Moira store I can sell focaccias and Italian breads around the £2.20 mark. ●

We slice bread on the shop floor to add theatre

Download a bakery checklist at betterRetailing.com/retail-toolkit

THIS WEEK IN MAGAZINES



Magazine of the week

WW2 PLANES MAG WILL FLY OFF YOUR SHELVES

Fans of military aviation will enjoy in-depth features on the most exciting historic aircraft flying today, as well as the latest news on restoration projects and just-discovered wrecks

A 132-PAGE MONTHLY magazine by Key Publishing, FlyPast is an aviation publication themed around some of the most notorious World War II fighter aircraft. This issue contains an in-depth look at the work carried out by the Military Aviation Museum, an analysis and series of photographs of the Messerschmitt 'Black 1', and a story looking at the restored Messerschmitt Bf 109G recently flown in the US.

The magazine also includes news of the RAF Museum's unique Hawker Typhoon's return to Britain, as well as the recovery of a submerged Ilyushin Il-2 Shturmovik in Russia, so be sure to promote this to any consumer interested in military aviation.



FLYPAST

On sale out now

Frequency monthly

Price £4.70

Distributor Seymour
Display with Airforces
Monthly, Aviation
News, Flight
International, Pilot

My week in magazines



Marcello Perricone

Magazines reporter

marcello.perricone@newtrade.co.uk

HARNESS THE THE POWER OF UNICORNS

We're entering the final stretch of the year, with just four months to go until 2019 is upon us. As always, magazine publishers are looking to the future and trying to predict the biggest trends, in order to get ahead of the pack and generate the most revenue in the upcoming months.

During my talks with publishers over the past few weeks, one topic I found repeatedly being mentioned was that of unicorns. DC Thomson and DeAgostini are investing heavily on the horned-horse trend. DeAgostini's UK circulation manager, John Read, said: "At the end of this year, unicorns are definitely going to be a massive trend."

To capitalise on that, DeAgostini has launched a new Magiki Unicorns collectable this week, while DC Thomson is investing on its monthly This Is Unicorn Universe magazine. Even Ferrero is launching a unicorn promotion later in the year with its line of chocolates.

The mythical fluffy creature already made big waves last year, and if the companies are to be believed, this year they are going to be an even bigger hit. Plan your stock accordingly to make the most of this trend when the time comes.

Opportunity: trends

Keep track of the latest trends and plan your stock ahead of time. Making sure your wholesaler can supply you with the latest products will enable you to make the most of hype sales opportunities as the year comes to an end.

THIS WEEK
IN MAGAZINES **WE WANT YOUR
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THIS WEEK IN MAGAZINES

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THE DARK SIDE

- This horror-focused magazine has in-depth articles, news and short stories about the spooky film and TV genre.
- October's issue includes features on Day of the Dead, Jaws and Dracula, alongside an analysis of 1970s TV series Kolchak: The Night Stalker.

On sale 13 September
Frequency six-weekly
Price £3.99

Distributor Intermedia
Display with SFX, SciFiNow, Starburst, Fortean Times



TRAIL RUNNING

- A sports magazine aimed at trekkers and runners, Trail Running is packed with features, gear reviews and profiles of noteworthy trails.
- This issue includes tips about running up hills, 56 reviews of different pieces of gear and an interview with runner Charlie Watson.

On sale out now
Frequency bimonthly
Price £4.99
Distributor Frontline
Display with Runners World, 220 Triathlon, Trail



YOU & YOUR WEDDING

- This women's interest magazine is focused solely on weddings, from preparation and budgeting to DIY ideas and post-ceremony advice.
- October's issue comes with a free annual honeymoon guide, featuring 68 pages of itinerary ideas, hotels and destinations.

On sale out now
Frequency bimonthly
Price £5.50
Distributor Frontline
Display with Brides, Perfect Wedding, Wedding Ideas



TAKE A BREAK'S HARVEST PUZZLE COLLECTION

- A special mixed-puzzle magazine, Take a Break's Seasonal Puzzle Collections include wordsearches, sudokus, codebreakers and arrowwords.
- The Harvest issue includes 164 pages of puzzles, a free gift pen and a competition worth £500.

On sale out now
Frequency six-weekly
Price £3.60
Distributor Frontline
Display with TaB Take a Puzzle, Take a Crossword, Puzzler Collection



INFINITY

- A science-fiction magazine for enthusiasts, Infinity includes features and news about the past and future of the genre.
- This issue includes a double-sided poster, and is focused on space-themed TV shows and movies, ranging from V to Doctor Who.

On sale 13 September
Frequency six-weekly
Price £3.99
Distributor Intermedia
Display with SFX, SciFiNow, Starburst, Fortean Times



Bestsellers Sports magazines

Title	On sale date	In stock
1 Match of the Day Weekly	04/09	<input type="checkbox"/>
2 Angling Times	04/09	<input type="checkbox"/>
3 Cycling Weekly	06/09	<input type="checkbox"/>
4 Kick	06/09	<input type="checkbox"/>
5 FourFourTwo	05/09	<input type="checkbox"/>
6 Cycling Plus	06/09	<input type="checkbox"/>
7 Angler's Mail	04/09	<input type="checkbox"/>
8 Shooting Times	05/09	<input type="checkbox"/>
9 Match	04/09	<input type="checkbox"/>
10 Mountain Biking UK	06/09	<input type="checkbox"/>
11 Today's Golfer	30/08	<input type="checkbox"/>
12 Runner's World	23/08	<input type="checkbox"/>
13 The Countryman's Weekly	05/09	<input type="checkbox"/>
14 Cyclist	12/09	<input type="checkbox"/>
15 Improve Your Coarse Fishing	28/08	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

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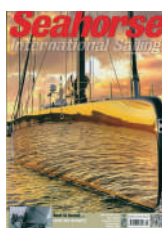
THIS WEEK IN MAGAZINES



LAUNDRY

- This lifestyle magazine is focused on practical cleaning advice, including how to remove stains, getting white clothes whiter and keeping trainers looking new.
- It includes a feature on Mumbai's washermen in the world's biggest open-air laundry, plus a look at the most stylish laundrettes on the planet.

On sale 12 September
Frequency one-shot
Price £6.99
Distributor Seymour
Display with Breathe, Country Homes, House & Gardens



SEAHORSE INTERNATIONAL

- This 25-year-old sailing magazine is the official publication of the Royal Ocean Racing Club (RORC).
- October's issue includes racing coverage, reviews of new boats and news about the latest happenings in sailing.

On sale out now
Frequency bimonthly
Price £5.50
Distributor Intermedia
Display with Yachts & Yachting, Yachting World



CAT WORLD

- A 36-year-old pet magazine, Cat World includes advice on the health, nutrition, behaviour and grooming of felines.
- October's issue features articles and tips about how to keep a cat healthy with annual check-ups, the use of feline furniture and a look at the Maine Coon breed.

On sale 5 September
Frequency monthly
Price £4.99
Distributor Intermedia
Display with Your Cat



SPECIALIST CHOICE NAINESH SHAH, MAYHEW NEWSAGENTS, LONDON MONOCLE

Who buys it?

It's a magazine aimed very much at the working professional, so I find that mostly young men and women buy it.

How do you display it?

I display Monocle on the current affairs and business section, at the front of the display.



On sale 16 August
Frequency monthly
Price £6
Distributor Marketforce

Expert advice

Anne Guillot

Marketing & circulation executive, GMC Publications



GMC Publications, with its long history of bringing successful new concepts to the market – from the first colouring title, Zen Colouring, to the first mindfulness magazine, Breathe – has once again come up with an idea that will appeal to lifestyle magazine readers.

Picture a secret obsession, something we all have to do, but nobody talks about: laundry. Laundry magazine is set to transform the cleaning experience, highlighting it as an art rather than a simple technique.

Taking on board the increased public awareness of plastic pollution and toxic chemicals, Laundry is the new sustainable living magazine that hopes to minimise the impact our weekly wash can have on the environment. Laundry is no longer a dirty word.

Our strategy

Who buys your titles?

This new kind of lifestyle magazine will appeal not only to anyone who has an obsession with laundry – but also to anyone who knows somebody who does. And we all do.

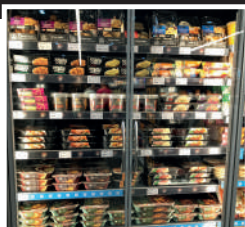
How should your titles be promoted in store?

Laundry magazine is a unique title and will appeal to a large cross-section of customers. As such, it should be placed in a high-footfall position, either next to other high-quality interior or design titles – or, if possible, near household goods (washing machine powders, and so on).

How are you investing in independents?

As part of its national PR campaign, and on all social media activity, GMC Publications will be advising people that the title will be available in local independent newsagents – and directing them to the website stockists locator tool to find their nearest store.

COMING UP IN NEXT WEEK'S RN



Get insight into how you can cash in on time-strapped shoppers

Plus, compare your rosé wine prices to those of other convenience stores and pick up advice on vaping from Blu

RN

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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	27	60	8.99
British Steam Railways	27	50	1.99
Build the Jaguar	77	100	8.99
Build Your Own R2-D2	87	100	8.99
Cake Decorating	26	90	3.99
Classic Dinky Toys Collection	18	60	11.99
Enhancing Your Mind, Body, Spirit	87	120	3.99
Magiki Cuddle Buddies	20	30	3.99
Jazz at 33 and Third RPM	69	70	14.99
Star Wars Helmet Coll'n	70	80	9.99
Zippo Collection	78	100	19.99
Eagle Moss			
DC Comics Graphic Novel	80	100	9.99
Game of Thrones	57	60	9.99
My Little Pony Colouring Adventures	79	80	4.50
Star Trek Ships	132	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	27	80	9.99
Art of Cross Stitch	88	90	2.99
Art of Quilting	140	150	3.99
Assassins Creed: The Official Collection	41	80	9.99
Big & Little Crochet	14	72	4.99
Classic Routemaster	33	130	8.99
Doctor Who Complete History	79	80	9.99
Draw The Marvel Way	70	100	4.99
Marvel's Mightiest Heroes	123	130	9.99
The All Killer No Filler Deadpool Collection	1	60	1.99
Transformers GN Collection	45	80	9.99
Warhammer	43	80	9.99
Warhammer 40,000: Conquest	1	80	1.99
Panini			
Marvel Figures	17	84	11.99
Supercars	1	60	2.99

Collectables

Title	Starter	Cards
Panini		
Disney Favourite Friends Sticker Collection	2.99	0.60
England Adrenalyn XL Trading Cards	4.99	1.50
FIFA 365 Trading Cards	4.99	1.00
Jurassic World Sticker Collection	2.99	0.70
L.O.L. Surprise! Sticker Collection	2.99	0.60
Marvel Avengers: Infinity War Sticker Collection	2.99	0.60
Tangled TV Series Sticker Collection	2.99	0.60
2018 FIFA World Cup Russia Adrenalyn XL Trading Card Game	5.99	1.50
2018 FIFA World Cup Russia Official Sticker Collection	3.99	0.80
Magic Box		
Zomlings Series 6		0.50
Star Monsters		1.00
SuperZings Series 2		5.00

Title	Starter	Cards
Topps		
I Believe In Unicorns Sticker collection	3.00	0.60
Journey to Star Wars	4.99	1.00
Match Attax 2017/18	4.99	1.00
Num Noms sticker coll'n	2.99	0.50
Premier League Sticker collection	1.99	0.50
Ring Pop Puppies	2.00	–
Shimmer and Shine Sticker collection	3.00	0.60
Shopkins World Vacation	3.00	0.60
Star Wars: The Last Jedi Sticker collection	3.00	0.60
UEFA Champions League Sticker collection	4.00	0.60
WWE Slam Attax 10 Trading Card Game	4.99	1.00
DeAgostini		
Magiki Princesses		2.50
Magiki Unicorns		2.99
Sharks & Co		3.50

Newspapers

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

Saturday newspapers			
Sun	70p	14.98p	21.4%
Mirror	£1.20	24.72p	20.6%
Mirror (Scotland)	£1.20	24.72p	20.6%
Daily Record	£1.10	22.6p	20.6%
Daily Star	60p	12.085p	21%
Daily Mail	£1	21p	21%
Express	90p	19.11p	21%
Express (Scotland)	90p	19.11p	21%
Telegraph	£2.20	49.5p	22.5%
Times	£1.90	39.9p	21%
FT	£4.00	88p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	80p	17.2p	21.5%
i (N. Ireland)	80p	17.2p	21.5%
Racing Post	£2.60	61p	23.46%
Herald (Scotland)	£1.70	39.1p	23%
Scotsman	£1.95	43.88p	22.5%

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

Weight Watchers 25-26 August					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	995g	115g	130g	6	55g
Sunday Times	880g	330g	160g	6	50g
Times	765g	130g	85g	4	55g
Mail on Sunday	705g	235g	100g	2	55g
Guardian	600g	320g	50g	1	50g
Daily Mail	595g	210g	55g	4	40g
Sunday Telegraph	485g	100g	0g	0	0g
FT	475g	235g	0g	0	0g

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

Insertion payment guide

Per copy sold Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.
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Christine Hope
Hopes of Longtown,
Herefordshire



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