

# RN

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## It pays to be up to date

'Offering a range of payment options gives us that wow factor with shoppers'

**PAYMENT TECHNOLOGY**

Page 24 >>



EXCLUSIVE  
PICTURES  
INSIDE



# New shop on the block

What you can learn from Tesco's new discounter

Page 3 >>

## VAPING

### Police hunt down cannabis e-liquids

Convenience stores become targets of undercover narcotics operation **Page 5 >>**



## WHOLESALE

### Equal treatment for shop owners

Confex wholesalers open up foodservice opportunities to retailers **Page 8 >>**



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## NEWS SUPPLY

### Delivery times must change

Retailers demand Smiths News action on times, drivers and charges **Page 12 >>**

# CONTENTS

# RN

Shaping the future  
of independent retail  
since 1889



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## WELCOME



**Editor - news**

Jack Courtez

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**A**nother busy week on RN! We have added super-markets to our Pricewatch comparisons on p16, be sure to see how your store compares.

I also visited Lunch! – a trade show in London, all about foodservice and food to go. The event was packed with experts who could make a huge difference to your business.

It was brilliant to see shop owners meeting suppliers, seeking advice and organising partnerships at the event. After all, this is worth far more than a couple of bags of freebies. The retailers that take this approach at events are the ones that outperform the market. One well-known shop owner told me they set up meetings in advance of trade shows to guarantee time with the people best placed to help.

On the same day, I met up with Shereen Ritchie, operations director of healthy fast food chain Leon. I asked what she thought of the food-service and food-to-go offerings in convenience stores, and the feedback was that the majority are very far behind in standards, consumer trends and creativity. “Has anybody ever gone out of their way for a corner shop sandwich? Or do they buy it because it’s cheaper or the only option?” she questioned.

The traditional argument is that there is not enough foodservice support for shops, but this is changing. For an example, read about the hundreds of foodservice wholesalers opening up their depots to retailers on page 8, or about a costcutter store on p3 that boosted food-to-go by 250% in partnership with Aryzta and Fri-Jado.

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## HEADLINES

### 3 BREAKING NEWS

‘Premature’ Newcastle energy drinks ban harms both consumers and retailers, plus an exclusive picture diary of the first Jack’s store

### 6 STORE TOUR

How Dan Amin’s focus on events transformed his crime-ridden community shop

### 8 SYMBOL NEWS

These foodservice wholesalers have opened their doors to retailers to provide better food-to-go support

### 11 NEWS & MAGS

‘Reassuring news’ for newsagents as consumers continue to back newspapers in latest sales report

### 12 REGIONAL NEWS

Retailers demand Smiths News reviews outdated delivery times and unreliable contracted delivery drivers

### 13 YOUR VIEWS

“Communities are penalised by the Post Office’s ‘one size fits all’ approach”

### 14 PRODUCT NEWS

New wine brand targets premium cider and beer drinkers

## INSIGHT

### 16 PRICEWATCH

Beat mults in take-home ice cream

### 19 COLUMNIST

Neville Rhodes reflects on Egmont’s ‘second-class retailer’ plan

### 20 CONFECTIONERY AT CHRISTMAS

Your guide to sweeter seasonal sales

### 24 PAYMENT TECHNOLOGY

Three retailers explain the opportunities and challenges in investing in payment technology

### 27 THIS WEEK IN MAGAZINES

Retailers advised to follow Kelsey Media’s lead and cross-sell mags from different categories

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# BREAKING NEWS

## Hot food sales soar in Truro

A retailer has experienced a 250% uplift in food-to-go sales after a refit with food-service provider Fri-Jado and equipment specialist Aryzta Food Solutions.

Navaratnarajah Nimalasan, owner of Costcutter College Road in Truro, Cornwall, installed new chilled and heated counters to better serve local students.

"Hot food-to-go sales have increased by over 250%," he said. "We are planning similar refurbishments using Fri-Jado's service at our Plymouth and Devonport stores."

A spokesperson for Aryzta Food Solutions told RN: "Hot food to go is becoming increasingly important in convenience and we're pleased we can help retailers to capitalise on this growing opportunity."

## Delivery worry for retailers

Retailers offering Uber Eats and Deliveroo are concerned their pricing model will alter after a tie-up between the companies.

Reports say the delivery service providers are negotiating a £1.5bn merger. One Stop retailer Sunder Sandher has made £500 a week since he began offering Deliveroo in 2016.

He said: "I double alcohol prices and Deliveroo customers don't mind because it's convenient. A merger means I couldn't chase higher margins because Deliveroo has more affluent customers than Uber Eats."

Mital Morar, of Ancoats General Store in Manchester, added: "Efficiency could improve, but I'm concerned about a reduction in competition."

**Rollout of new discounter begins** 'Respectful' attitude to local stores promised

## Tesco CEO: independents safe from Jack's impact

by Jack Courtez

[jack.courtez@newtrade.co.uk](mailto:jack.courtez@newtrade.co.uk)

Independent shops will not be impacted by Jack's store openings, according to Tesco CEO Dave Lewis.

At the unveiling of the first Jack's in Chatteris, Cambridgeshire, RN challenged the CEO on the impact on Tesco and Booker-partnered independents.

He promised to be "respectful" and said Jack's out-of-town locations would minimise the impact on local stores.

Tesco is planning to open 10-15 stores this year. A site in Immingham, Lin-

colnshire, is also open, and two more sites will open within a fortnight.

Five current Tesco stores will be converted, with the rest of the launches to take place on new sites. Suspected Jack's job adverts have been spotted in St Helens, Middlewich, Edge Hill, Rubery, Castle Bromwich and Wandsworth.

Each site of the discount chain has 2,600 lines – 1,800 products will be Jack's-branded and 80% of own-brand is UK-produced. Lewis promised stores would be "the cheapest in town".

### WHAT YOU CAN LEARN FROM JACK'S

Former Aldi retail director Lawrence Harvey is the head of the new Jack's chain. He said: "Whenever we have made a decision it is based on 'does it make us more simple, does it make us more efficient?'"

The approach led to wider aisles and using shelf-ready packaging to reduce restocking time, having staff aprons instead of uniforms, bare concrete floors and self-scanning apps to reduce queues.

Each store promotes 48 general merchandise lines (GM) ranging from coat hangers to cameras.

To improve the frequency of visits, GM promotions are on staggered weekly rotations while grocery promotions run for two weeks.

Lewis said brand awareness was key to making customers choose Jack's. Brand identity includes value products, British produce and its British heritage based on the life of Tesco's founder, Jack Cohen.

These three points appear throughout, in the 4,500 local door-drop leaflets, the product packaging, in-store signage and social media accounts.

## Energy drink ban effort falls flat

A Newcastle City Council campaign asking retailers to voluntarily ban energy drink sales to under-16s has been criticised for "lacking impact".

It is the first council in the UK to put forward the Government-proposed ban in letters and post-

ers, which were sent to retailers this month.

However, Graeme Pentland, of Ashburton News, criticised the material for failing to address the issue properly.

He told RN: "The poster looks tacky and not professionally done. I'm

not sure the campaign is going to work."

Jel Nagra, who also runs a store in the area, added: "If it looked more official, it would have an impact. We've had our own discretionary ban over the past seven years and we've found adding

a personal touch, such as having a laugh with our customers, is much more effective."

A government consultation on banning energy drinks with more than 150mg of caffeine per litre to children closes on 21 November.

### Local MP cuts ribbon on village store kept afloat by locals

Daventry MP Chris Heaton-Harris has cut the ribbon at the opening of Creton Village Shop and Post Office after it was saved by local residents. Two years ago, the Save Our Shop campaign was set up after two long-serving shopkeepers announced their retirement, and the area was at risk of losing its only store. Charles Matts, chairman of Creton Community Benefit Society, told RN that community feedback has been fantastic. "On the first day, we were only open for four hours, but sales exceeded £400," he said.



Left to right: Simon Robinson, Sue Tew, Elaine Warden, Chris Heaton-Harris and Charles Matts. Image: Post Office



# PICTURE DIARY

## Jack's: First look

**RN** had a sneak peek inside Tesco's new discount chain the day before opening to see what makes Jack's tick. While shopfitters previously described the store layout as being nearly identical to other discounters, a closer look reveals what makes the new chain stand out

### RANGING

The 2,600 own-label and branded lines are sourced from 350 suppliers from within Tesco's existing network alone, with no use of the Booker supply chain. The 80% of own-label products from the UK are clearly marked with UK flags on the back. Tesco chief executive Dave Lewis said local produce helped signify quality to customers, but IGD research shows that only 27% of consumers agree. New products developed for the launch also play on the British heritage, with national dishes such as Eton mess ice cream, ham hock soup and regional cheeses taking pride of place on the shelves.



### WIGIG

An acronym for 'When it's gone, it's gone', the section closely mirrors Lidl and Aldi's bargain bins. Lewis said that this will utilise excess stock from Tesco stores and end-of-line products. Tesco chief commercial officer Jason Terry added: "We'll be making use of the Tesco supply base."



### BAKERY

Like Lidl, the bakery is one of the first things you see upon entry. Uniquely, Tesco has put the preparation space, ovens and freezers on show, both adding to the in-store theatre and removing the need to leave the section to bake, saving staff time and removing obstacles from the shop floor.

### PRICING

Got a store nearby? Jack's might be watching. The Tesco CEO said it would monitor rival's prices in the area to ensure Jack's is the "cheapest in town" measured on the average basket. Tesco was recently criticised for increasing the price of a banana from 15p to 25p in its Metro stores. In comparison, Jack's charges 13p – the same as Aldi, and 1p cheaper than a Tesco supermarket.



### CUSTOMER EXPERIENCE

The app Shop Smart was launched by Jack's the day before launch, allowing customers to use their mobiles to scan barcodes as they go before paying at the till. Jack's boss Lawrence Harvey promised it will make payment faster, even for larger shops.



See more photos at [betterRetailing.com/first-jacks-discount-stores](http://betterRetailing.com/first-jacks-discount-stores)



**Retailers caught out in narcotics operation** 'A lot of the CBD oil in this country could be illegal'

# Police target shops in undercover vape sting

## EXCLUSIVE

by Jack Courtez

[jack.courtez@newtrade.co.uk](mailto:jack.courtez@newtrade.co.uk)

Convenience stores and vaping shops selling e-liquids containing CBD are the targets of an undercover police narcotics operation, according to a senior industry expert.

RN's source said: "There's evidence to suggest that the police are undertaking secret shopping of CBD e-liquids in retail premises to test suspicions that many could contain banned levels of THC – the illegal active ingredient in cannabis."

CBD oil is harvested from

hemp cannabis strains. The law requires that e-liquids must contain less than 1mg of THC per product.

The industry expert warned: "If this is proved by testing, it is likely a crackdown on the CBD market will follow, in partnership with trading standards departments and the Medicines and Healthcare Products Regulatory Agency (MHRA)."

Police raids in Devon and Blackburn targeted stores selling CBD products in early September.

Much of the confusion comes from manufacturers believing that the legal

limit is 0.2% THC. Applied to a 10mg e-liquid bottle this would create a product that contains 1,900% above the legal limit.

One manufacturer said: "It is possible that a lot of the CBD oil in this country could be illegal."

Another manufacturer and Cannabis Trades Association representative, Cefyn Jones, added: "Some suppliers are ignorant of the law. This creates uncertainty for retailers, and often, even the police are scratching their heads trying to enforce laws that were never designed for CBD products."

Responding to the operation, Ferhan Ashiq, from Day-Today Ashiqs store in Prestonpans, said: "I'm going to stop selling them until it's all sorted out."

Wholesalers should have lab reports to hand when approaching retailers."

Matt Taylor, director of Medic Pro – which advises e-liquid manufacturers – urged retailers to buy only from reputable suppliers, adding: "Request a lab report from the manufacturer on the raw material. The advantage of a test is that the lab report should confirm the CBD content level as well."

## A fresh start for O'Kanes following food-focused refit

A Nisa forecourt in Northern Ireland has improved its fresh, hot and chilled food range following a refit last month. O'Kanes Superstore in Armagh received modern lighting and flooring, a bank of chillers and an oak block counter. Owner Brian O'Kane decided to make changes to the 2,000sq ft store after becoming a postmaster this year. He said: "I decided to spend more time on the shop floor talking to customers. It's how the O'Kane family wants to present the store."



## Musgrave expands in Ireland

Musgrave Group is to increase its store numbers in the Republic of Ireland to 1,030 following the acquisition of the premium Donnybrook Fair food and wine chain.

The acquisition, which is still subject to approval from the Competition and Consumer Protection Commission, covers the brand's five shops across Dublin alongside a food production facility.

Musgrave CEO Chris Martin said: "The acquisition of Donnybrook Fair aligns with our strategy of creating a destination retail experience with a premium food offering, and our intention is to maintain and grow the brand for the long term."

Former Budgens and Londis owner Musgrave also operates the Mace, DayToday SuperValu and Centra brands. It has 1,339 stores across Northern Ireland and the Republic of Ireland.

## Mirams to head up NewstrAid

Mike Mirams has been appointed chief executive officer of NewstrAid, following the retirement of Alex van Straubenzee.

"I'm honoured to be taking over from Alex and very much look forward to working with the businesses and army of volunteers who enable us to help the many people from our industry who now have need of our support," said Mirams.

Mirams joined the trustee board of NewstrAid in April 2004 and was chairman for six years from April 2012.

His new role at the company will take effect from 1 November.

## Union hails MPs' post office group

MPs are to support postmasters with the launch of a new All-Party Parliamentary Group (APPG) on post offices.

The news comes after ongoing reports by postmasters of increased branch closures, and poor pay and conditions. The Communication Workers Union (CWU) and National

Federation of Subpostmasters (NFSP) have welcomed the move.

Mark Baker, branch secretary at CWU, said the union is encouraged by the support. "We have been lobbying with MPs to keep them informed," he said. "A week doesn't go by without a newspaper flagging another closure."

"The Post Office is petrified the government will realise that, after their £3bn investment over five years to make a sustainable network, there are still closures."

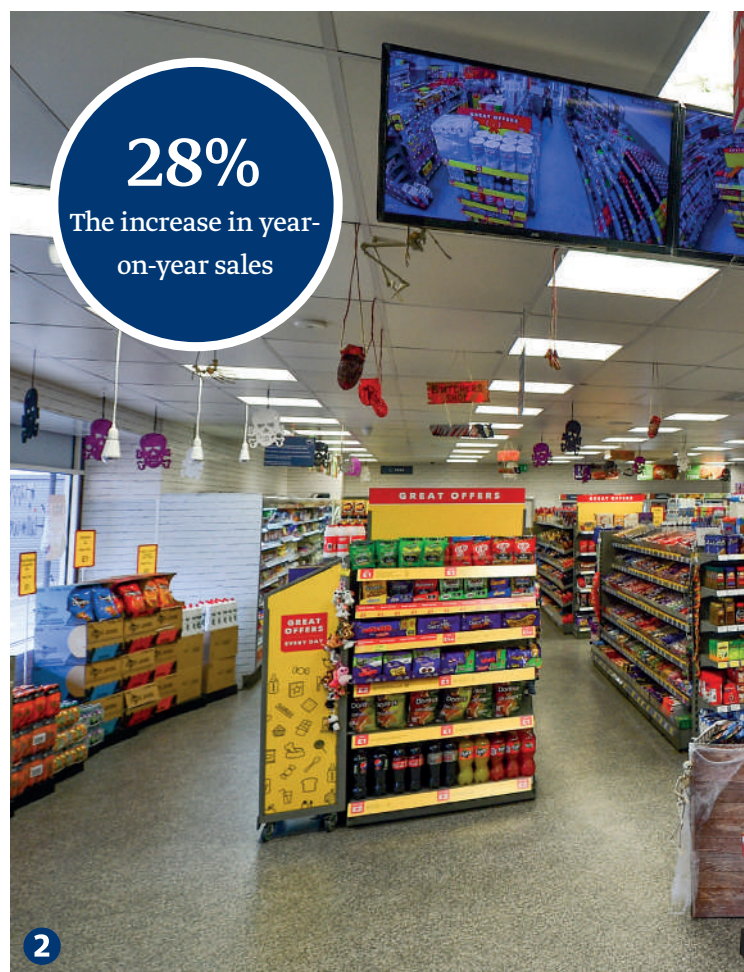
The APPG is supported by Labour and Conservative MPs and is chaired by the shadow minister for the Post Office.

Stuart Rogers, South West council member of the NFSP, added: "We are working to raise awareness of the vital economic and social contribution of post offices."

In response, the Post Office said: "We look forward to engaging with the APPG on these and other issues."



# STORE TOUR



## Go the extra mile

Dan Amin runs less of a store and more of a community hub. As he tells **Alex Yau**, he's converted potential criminals into customers and got their children putting their artwork on the walls

**R**unning a store in one of Coventry's most troublesome areas was always going to be a challenge for Dan Amin. Based in the Stoke Aldermoor council estate, the neighbourhood surrounding his One Stop is notorious for crimes such as shoplifting, violence and antisocial behaviour. According to official police figures, there were more than 550 crimes reported in the area during the year before Dan took over the shop.

"I became the manager of the store in June last year and we instantly experienced trouble," he says. "We were being bombarded left, right and centre by people who thought they could come in and get away with stealing products and generally causing trouble."

"You can't stand for this. It's like someone coming into your own home without your permission."

Instead of letting his 2,000sq ft store remain a target for antisocial behaviour, Dan decided to take a stand by engaging with the community. His approach was to organise regular events at the store and turn it into a social hub for nearby residents. A funfair was held during the grand opening of the shop to raise awareness of the new ownership, while nearby residents are similarly engaged during the Easter, Halloween and Christmas periods.

"Every year, I like to go the extra mile

during events such as Easter, Halloween and Christmas," Dan says. "For example, last Christmas, we held a bauble-painting competition for children where there was a hamper given to the top three."

"We normally hang what the kids have made on the walls of the shop. The community, especially the parents, get together and we've seen antisocial behaviour reduce as a result. Adults will either stop any bad behaviour themselves or notify us – they don't want all this positivity ruined, or to see the work their kids do destroyed."

Each community event attracts more than 500 attendees.

The store's improved product range over the past year has also benefited disabled and elderly residents. "We don't just stock the regular convenience store products such as milk, snacks and newspapers or services such as PayPoint," Dan says. "We have a 10m bay of household goods such as glass plates and stationery. A lot of our customers are elderly and unable to make the bus journey to the nearest supermarket."

"We're the only convenience store in the area, and it makes a difference because they don't have to travel far to buy all these essential items."

Complementing this range is a 1m bay dedicated to international foods from Eastern Europe and Africa. "Many of my customers have come from other coun-



**We want to stand out with personal service and by giving back to the community** **DAN AMIN**



### Inside my shop

- ❶ Focusing on categories such as fresh has helped transform customer perceptions of the business
- ❷ The store's open layout and large CCTV monitors help discourage criminals
- ❸ Staff are helping the business gain a reputation for great customer service
- ❹ Dan Amin has created a community hub for the Stoke Aldermoor council estate

### INFORMATION

#### Location

One Stop Stoke Aldermoor,  
37-41 Acorn Street,  
Coventry CV3 1DP

#### Turnover

Up 28% year on year

#### Size

2,000sq ft

#### Opening hours

6am-11pm

#### Staff numbers

Five full-time, three part-time

tries. The products help us cater to a wider audience and attract more customers."

The combination of regular community events and a specialised product range has had a positive impact on the store's financial performance.

Sales have increased year on year by 28%, while basket spend has grown by £3 to an average of £8 per customer.

Having already made a major impact in the community, Dan's primary focus over the next year is to continue to deliver a personalised service and ensure his store remains the main convenience store for residents in the area.

"Retail is in my blood and I've always known customer service is the key to differentiating," he says. "My grandfather, who opened a convenience store in the 1970s, taught me this and it's been passed on through the generations.

"There's no real secret. It's just about communicating with customers properly and getting to know them on a first-name basis. Staff working at a checkout in a supermarket won't do this. We're not about delivering that kind of service. We want to stand out with personal service and by giving back to the community." ●



**Want to see more** of Dan Amin's store? Go to [betterRetailing.com/one-stop-stoke-aldermoor](http://betterRetailing.com/one-stop-stoke-aldermoor)



# SYMBOL NEWS

## Bashir in Go Local fascia first

Bay Bashir is to become the first retailer in Middlesbrough to manage shops under Parfett's Go Local fascia, following major refits this month.

The former Lifestyle Express retailer made the changes to his five stores across the area. The refits will add digital displays to the shopfronts, alongside 3.75m chillers to extend existing alcohol and soft drinks ranges.

Bashir told RN he is to become Go Local's brand ambassador in Middlesbrough. "It was the correct move for me because I had poor availability previously and Parfett's has promised to continually invest in the development of my stores," he said.

Parfett's began trading in the area following the purchase of Blakemore's Middlesbrough depot in June.

## Self-service a success at uni store

Installing self-checkouts halved the average time spent queuing in a Costcutter store and boosted footfall by 25%.

The four Toshiba machines were installed near the entrance of the University of Uxbridge site this month. Store manager Arnaud Leudjou told RN: "We had the machines ready for the start of the university term and the results have been positive.

"The average queuing time is now one minute. The students and university staff always have busy days, which makes impulse items such as coffee and chewing gum popular. The self-service tills suit their lifestyles."



## Yorkshire Spar gets coffee boost

Blakemore Retail has added a coffee shop under the Insomnia Coffee Company brand to a Spar store in South Yorkshire. Located next to the Spar in Thurcroft, the addition opened this month and joins a Subway and Greggs on the site. It offers fresh coffee, cakes and sandwiches, while the outdoor and indoor areas can seat 35 customers. The Insomnia-branded franchise is also available to independent retailers such as Spar retailer Raj Aggarwal, who said the coffee shops had been a success across his estate.

**Shops benefit as wholesalers shift focus** 'Retailers don't want to have to go to 20 suppliers'

# Confex foodservice helps indies meet demand

**EXCLUSIVE**

by Alex Yau  
alex.yau@newtrade.co.uk

Independent retailers have greater access to professional foodservice equipment, advice and lines as a result of Confex wholesalers opening their depots to shop owners.

More than 65% of wholesale members within the buying group are now providing products and equipment to independent store owners. The figure represents 155 of Confex's 238 total members.

Tom Gittins, Confex business development director, told RN half of its food-to-go business comes from 'thousands' of independent retailers.

"None of our foodservice wholesalers would have provided their business to independent retailers five years ago, but there's been less segmentation between the products and services provided," he said.

"The sales of products such as cigarettes has declined for independent retailers and they've had

to find other means of attracting footfall.

"Retailers don't want to have to go to 20 suppliers to get their products. They want only a handful, so there's been a blurring of product categories."

Gittins added that the products being provided to retailers aren't just limited to pasties, cakes and drinks. "Our wholesale members are working in partnership with suppliers to provide equipment. A supplier we work with provides coffee machines.

Others are providing free hot counters if they make their food order through certain wholesalers."

Confex is a partial member of Today's Group, which is due to merge with Landmark Wholesale to form Unitas Wholesale later this year.

Commenting on the deal, Gittins said: "Unitas will have 27% of the wholesale market. It should improve our leverage with suppliers to get improved deals to the benefit of our customers."

## Wholesalers must personalise their service

Research specialist HIM has urged wholesalers to improve the level of personal service they deliver to retail customers.

Speaking at the Women in Wholesale event in London this month, HIM managing director Jill Livesey said more than half of retailers still

prefer to order their stock over the phone. "Many retailers still want to use this method because it's easier and they want their queries resolved with a person," Livesey added.

"Where can wholesalers improve with telesales? The top three areas highlighted were more proac-

tivity in contacting the retailer, while also providing more communication about the latest products, deals and promotions."

A wholesaler source added that line replacements in web orders were frustrating retailers using the website and apps.

Livesey asked whole-

salers to help their retail customers adopt technology such as social media. She suggested only 33% of retailers used social media to promote their shops, while only 10% believed technology impacts their business. "There needs to be more help in the area," she said.



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# NEWS & MAGS

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## The Sun remains most-read UK newspaper

by **Marcello Perricone**

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The Sun has remained the most-read national newspaper in the UK, while The Guardian and The Observer are ranked as the most trusted publications by readers.

According to quarterly figures from the Publishers Audience Measurement Company (PAMCo), News UK's main title has a total brand reach of 31.4 million monthly readers, including both The Sun and The Sun on Sunday – a 5.7% drop from last quar-

ter's 33.3 million readers.

A News UK spokesperson told RN the results were a "testament to our continuous investment in editorial talent, print services and online platforms".

Meanwhile, the Daily Mail and Mail on Sunday reach 28.9 million readers per month, ranking as the second most-read news brand and the most-read national newspaper on Saturdays.

Speaking about the results, Mail Metro Media's executive director of advertising, Dominic Williams, said: "The latest data from

PAMCo clearly demonstrates the great power of the Mail brands, as across our portfolio we are able to reach and engage the biggest audiences."

At The Guardian and The Observer, 84% of readers said they trusted what they read in the titles, while The Sun was the least trusted with only 39%.

A spokesperson from The Guardian said the results reflect its audience loyalty: "This demonstrates the unrivalled relationship we have with our readers and their continued commitment to our journalism,

further showing the influential and deep role we play in our readers' lives."

PAMCo chief executive Simon Redican said the figures are reassuring for the newstrade.

"Our metrics show the high levels of trust readers place in established media brands, and that despite the proliferation of content available to consumers, they still place great value in curated content from trusted brands," he says. "This demonstrates that quality of content delivers true value for both readers and advertisers."

## Mail price increase

The Daily Mail and its Scottish counterpart have seen a 5p pro-rata cover price increase. A letter was sent to retailers to announce the move.

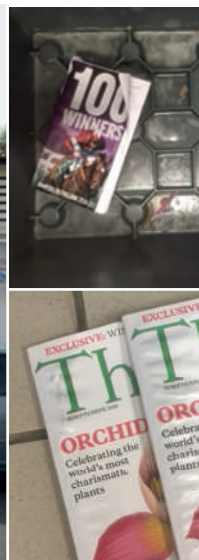
The change brings the price of daily editions up to 70p, giving retailers 15.62p for every copy sold. Publishers DMG estimate the price change will generate an extra £14m in RSV and £3m in additional margin through retailers' tills.

Mail Newspapers' chief marketing officer, Roland Agambar, said: "We recognise the contribution our retail partners have made to this success and look forward to working with them."

NFRN head of news Brian Murphy said: "The NFRN welcomes this pro-rata increase that recognises the importance of independents on shop sales and home news delivery," he said.

## Exposed tote boxes lead to stock losses

More retailers are suffering from stock losses due to tote boxes being left in the open, according to the NFRN. Retailer Naresh Purohit, from Marseans Newsagent in Kent, lost his whole delivery due to rain. "When I opened the tote box, it was completely flooded. All 10 of my magazines were drenched and ruined," he said. "I phoned up Menzies and requested replacements but they haven't sent them yet. This happens every year between September and March."



## Immediate gains BBC Good Food

Immediate Media has acquired cooking magazine BBC Good Food from BBC Studios, making it the largest food media publisher in the UK.

Immediate's chief executive officer, Tom Bureau, said: "It is absolutely on strategy for us, given our focus on high-value special interest communities,"

Though previously owned by BBC Studios, the publishing was outsourced to Immediate. Rival titles Delicious and Healthy Food Guide are owned by Eye to Eye Media but outsource their advertising sales to Immediate.

According to the latest ABC figures, BBC Good Food generated £3.1m in revenue through 49,706 sold copies in the first half of 2018.

## Reach to capitalise on Reveal closure

Reach plc has released an exclusive edition of OK! magazine this week, aimed to capitalise on the gap left by the closure of Reveal magazine.

Speaking to RN, Reach's head of circulation, Paul Goddard, said the title will help newsagents to maintain magazine sales following the closure of

Hearst's Reveal.

"We will try and replace some of the lost RSV from recent magazine closures. OK! has the exclusive on the first-ever Love Island wedding, which is getting plenty of social media coverage. It is a great opportunity for independent retailers, and we are expecting

this to get tills ringing," he said.

"I ask retailers to display both the OK! standalone and bumper-pack editions in prominent positions to make the most of it."

The special edition went on sale on 25 September. Reach is also considering releasing a

special edition of New! magazine to support OK!'s new push into the market.

According to the latest ABC data, OK! was one of five women's weekly titles to see an year-on-year increase in revenue, generating £11.2m through 140,315 sold copies.



# REGIONAL NEWS

NFRN



## Scotland

### Members put first at open day

Retailers attended a NFRN open day at Menzies' Linwood depot in Scotland last week where they took the opportunity to have face-to-face meetings with company representatives.

Warehouse tours were available, as well as a trade show offering retailers exclusive deals from Walkers, Camelot, The Retail Data Partnership (RDP) and Reposs.

District president Rory O'Brien used the day as a chance to help a member in need. "We have had a member inform us their EPoS system's broken, but they don't have the funds to buy a new one," he said.

RDP agreed to offer the member a second-hand system for £350, £500 less than the price of a new one.

"This is a prime example of our district putting members first," he added.

## Eastern Counties

### Egmont mag move lobbied

The NFRN has lobbied the Professional Publishers Association (PPA) over Egmont's move to make its Lego Star Wars and Toxic titles available to supermarkets first.

Speaking at the Eastern Counties district council meeting in Norfolk last week, national president Mike Mitchelson said: "We think it's unfair practice to not allow our retailers to sell newly launched titles."

"I have cancelled the titles totally, and we're not being affected."

The plan will mean indies will receive their supply four weeks later, which will be copies that have not sold in the larger stores and have been returned.

**National** RDTs and carriage charges among problems 'They assured us they'd look into the issues'

## NFRN raises delivery concerns with Smiths

by Alex Yau

alex.yau@newtrade.co.uk

Retailers have urged Smiths News to commit to reviewing its required delivery times (RDT), contracted delivery drivers and carriage charges.

The NFRN's Hertfordshire, Berks & Bucks, and London North West branches raised the concerns with representatives from the wholesaler during a regional meeting last week.

One of the major issues put forward included newspaper deliveries not matching the RDTs set

by Smiths News, leading to a loss of customers. Hertfordshire branch secretary Alpesh Patel told RN: "We held the meeting to hold Smiths News to account and ensure it makes a commitment to resolving our issues."

"The RDTs haven't been reviewed since 1999 and they should be up-to-date. We're also asking retailers to contact Smiths News to find out their actual RDT. There will be a templated letter to help them with this."

Menzies customer Peter Wagg, who sits on the NFRN's national execu-

tive committee, added: "I urge retailers to check their RDTs with Smiths News. I used to receive deliveries at 5am for a period of time and then receive deliveries at 7.30am at a later date. I thought it was late, but I was then told it is my actual RDT when I contacted Smiths News."

Patel added that contracted delivery drivers were also providing an unsatisfactory service. "They need to be paid and treated similarly to employees on permanent contracts. The wages are the same, but they're made to do more work and

it seems the resulting service isn't as professional.

"We also shouldn't be made to pay a full carriage charge if there are missing papers."

Other issues raised included delays in receiving credit for missing newspapers, the experience of call centre staff, the fulfilment of claims and recharges on missing stock.

When asked how Smiths News responded to the problems, Patel said: "They assured us they would look into the issues and inform relevant colleagues."

## Eastern Counties Bookmakers behind Citipost deal

NFRN national president Mike Mitchelson has revealed that bookmakers were behind Citipost's exclusive delivery contract to deliver the Racing Post.

Speaking at the Eastern Counties district council meeting, Mitchelson said: "We originally thought the distribution shift of the Racing Post was spearheaded by Citipost,

but it was driven by the national chain of bookmakers.

"The bookmakers were looking at having everything delivered by the same people, from toilet paper to pens, and Citipost is the one who took that contract."

Members were outraged by the news. Retailer Ralph Childs, owner of

Childs Newsagents in Burgh Castle, Norfolk, said he lost 85% of his betting shop revenue as a result.

"We lost six out of seven bookmakers in the town centre, costing us at least £300 a week in lost business," he said.

"These companies just exist to make money, and they don't care - they'll

cut my leg off and your leg off if it stands to gain them a profit."

**Upcoming regional trade events**

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



# YOUR VIEWS

## POLICE CHIEFS NEED TO RETHINK PRIORITIES

Mike Mitchelson



Further evidence – as if any was needed – of police forces going soft on shoplifters has come to light with Northumbria police chief constable Winton Keenen becoming the latest in a long line to blame budget cuts for a change in policy.

Only recently, Newcastle councillors were told by Keenen that his police officers will only respond to instances of shoplifting if an offender is still at the scene, if there is CCTV footage available or if the victim is judged to be vulnerable.

This decision is totally unacceptable and police chiefs, like Keenen, urgently need to rethink their priorities.

Shop theft is not a victimless crime and it blights independent retailers on a daily basis. Indeed, it is the biggest individual threat to NFRN members' businesses and has significant implications for a store's viability.

What's more, all independent retailers pay our rates so we deserve to be protected.

Recently, a study by the Centre for Social

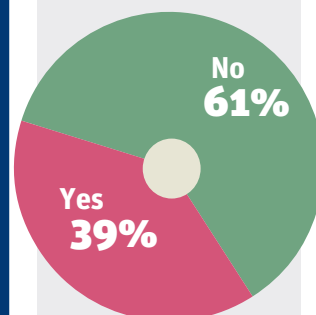


Justice think tank found shoplifting cost the economy £6.3bn last year and some 385,000 cases of shop theft were recorded. What is of particular concern is that disillusioned with police action, many retailers no longer report incidents of shoplifting, so crime statistics like these are likely to be understated.

To raise awareness of this

issue, the NFRN has been instrumental in establishing the All-Party Parliamentary Group on Retail Crime. Through this group and by seeking support from politicians across the UK and Republic of Ireland, as well as police and crime commissioners, we want to ensure that tackling shop theft gets the energy and priority it deserves.

## RN READER POLL



**Have you ever been threatened for refusing an age-related sale?**

### NEXT WEEK'S QUESTION

Would you be able to compete with a nearby Tesco Jack's discounters?

**Vote now at**  
[betterRetailing.com](http://betterRetailing.com)

## This is yet another example of Post Office hindering the development of our business

Our shop and post office serve a community of approximately 4,000 people in a small village 30 miles south of John O'Groats. We are on the North Coast 500 tourist route and see our fair share of visitors from all parts of the world during the course of the year.

Our village also has a world-renowned glass studio which runs residential courses throughout the year and attracts lots of foreign students. Our business is well supported by both locals and visitors, and we do our best to provide the service that our customers desire.

We used to have a bank in the village, but RBS closed it, so we get a mobile bank once a week. We have been trying to grow our banking and financial side for a little while

and we were very pleased when a group of Romanian workers started using the MoneyGram service to send funds back to their families. Since then, a few more families have been regularly using the MoneyGram service at our post office counter and overseas students have used it to obtain extra funds.

Imagine our dismay when we open our mail this morning (19 September) to find an undated letter with no return address from the international payments manager at the Post Office, which informs us that the MoneyGram service is being withdrawn from our post office on 28 September 2018. Their reasoning is that we only conduct small volumes of this business. It's impossible to grow this strand of business if the facility is taken away from us. The next nearest post office that can offer this service is 15 miles away.

We find it incredible that the Post Office can be so heavy handed in their attitude and have no regard for the communities that are

penalised by their 'one size fits all' approach. Since we were persuaded to convert to a local-plus model 30 months ago, we are working twice as hard for half as much money. This imposition by the Post Office is yet another example of their continued campaign to remove lucrative income streams from us and to hinder the development of our businesses which, in turn, limits the service we can offer our customers.

We have tried to contact the Post Office to discuss this matter with them, but so far have been unable to speak to anybody directly involved in this decision.

**Duncan Winfield**  
sub-postmaster, Lybster, Caithness

### A Post Office spokesperson said:

*"There are around 3,600 branches that do less than 25 MoneyGram transactions each year. This means that, increasingly, it is not commercially sustainable for MoneyGram to offer their product in these branches. I know this will be very disappointing for the postmasters who are affected by this change."*

## AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



Well, folks, by the time you read this I hope my foot will be a lot better than it is at the moment. On Sunday morning, I was walking up a path and somehow managed to trip over a paving slab. I have done my left foot a serious mischief. I have to say it is making life very difficult for me at the moment – I will have to watch what I am doing in future.

On 9 September, I thought a liberty was taken by The Sunday Times. The weight of the polybag and the Debenhams autumn catalogue was a pain, it wouldn't fold to go through letter boxes. I felt sorry for the kids having to deal with it. I thought to myself the silly season seems to have started early, because now Debenhams have put this out, others will follow. All of a sudden, we will find ourselves knee deep in tonnes of rubbish that customers neither want or need.

We have still got the ongoing Severn Trent Water works at Woodseaves. The traffic problem has become so bad that some of the top management from AMEY, who are the company doing the job, have had a meeting with the folks from County Highways to see what can be done to alleviate the problem. The trouble is they aren't considering what a very busy road the A519 is.

These days, people don't seem to take any notice of diversion signs at all, instead they choose to listen to a sat nav which, of course, knows nothing about any of the closed roads.



# PRODUCT NEWS

## What's new



### Grenade aims for a taste explosion

Protein brand Grenade is expanding its Carb Killa range with the launch of its new Birthday Cake-flavoured bar.

RRP £2.49

Contact [info@grenade.com](mailto:info@grenade.com)



### Quacking roasties guaranteed

The Free Range Spud Tub's Duck fat has a high smoking point and is made to spread on top of potatoes before roasting.

RRP £3.99

Contact [dan@spudtub.com](mailto:dan@spudtub.com)



### What your beer's been waiting for

Duck Fritons by Made for Drink are free-range British duck skin crisps, designed to be paired with IPA.

RRP £2.79

Contact [dan@madefordrink.com](mailto:dan@madefordrink.com)



### Beat goes on

Heineken is targeting university students with a 'Find Your Beat' promotion on its Desperados and Red Stripe brands.



### Cadbury gets vintage

Mondelez is marking 100 years since the end of the First World War with a limited-edition Cadbury Dairy Milk Remembrance Bar.



### Better B-ready

Ferrero is expanding its Nutella B-Ready range with a 10-pack (RRP £2.99), alongside a single pricemarked pack at 59p.



### Top of the cask

The Macallan has launched Rare Cask Batch No.1, 2018, with new packaging that provides shoppers with more detail about the spirit.



### Bake up a scare

Green's is capitalising on Halloween with the launch of its Halloween Cookie (RRP £1) and Halloween Cakes (RRP £1.49) mixes.



### Healthier, happier eggs

The Happy Egg Co's new range is richer in Vitamin D and features updated packaging as part of a brand overhaul that promotes 'natural tasty goodness'.



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## Trick and treats

Krispy Kreme has partnered with Nichols to add Vimto flavour to a limited-edition range of Halloween-themed doughnuts.



## PMP-ing soft drinks

Convenience retailers can drive soft drinks sales as Britvic launches two-for-£1 pricemarked packs on Pepsi, Tango and 7Up.



## Bread boost

Allied Bakeries' latest addition to its Kingsmill range, Kingsmill 50/50 Vitamin Boost, focuses on promoting a healthy lifestyle.

# Fresh flavours for younger drinkers

by Priyanka Jethwa

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

Concha y Toro has introduced a new range of flavoured wines aimed at younger consumers of spirits, premium ciders and beer.

Jacked comes in two flavours, Sauvignon Blanc with Ginger and Rosé with Lychee, in 50cl bottles, RRP £5.

The launch is aimed to tap into the growing demand for flavoured wines – a category growing at 6.5% year on year.

Despite this growth, Clare Griffiths, commercial director at Concha y Toro, said younger adults are often intimidated by the wine fixture.

Concha y Toro's range aims to simplify this with a label indicating that the



wine can be paired 'any way you want'.

Preety Johl, senior customer marketing manager at Concha y Toro, said: "Jacked's flavours appeal to younger

adults, while its 50cl format will suit many people who are reluctant to open a whole 75cl. The label design with its 'tear away' also helps it stand out on shelves."

## Quorn's new recipes tap into demand for healthy 'world' food

Quorn is adding 12 frozen and chilled products to its portfolio this autumn, as well as launching improved versions of some of its ready meals.

Taking advantage of the growth in world-food flavours and meat-free foods, with 47% of consumers eating less meat, the range's new flavours include Moroccan Pieces & Cous Cous, Creamy Laksa Curry, Kicking Cajun Fillets and a Quorn Bratwurst.

The supplier has also revised its Quorn Love It Lasagne, Tantalising Tikka Masala and Comforting Cottage Pie recipes.

As part of a recent £14m brand investment, the launches will be supported by a Quorn Tikka Masala Ready Meal TV advert that will premiere at the beginning of November and continue throughout the month.

Peter Harrison, marketing director at Quorn Foods, said: "We're intent on increasing demand by introducing new and improved recipes.

"Health is a major driver of eating meat-free products, with 70% of consumers referencing a 'generally healthy lifestyle' as the reason for their choice of diet."

## It's good moos for ice cream

Unilever is tapping into the growing demand for low-calorie ice cream with Moo-phoria, a new range from Ben & Jerry's.

Available in Cookie Dough and Caramel Cookie Fix flavours, RRP £4.60, the ice creams contain fewer than 132 calories per serving, making it the lightest range under the brand.

Christina Dunn, country business lead at Ben & Jerry's, said: "Moo-phoria's packaging is labelled with the amount of calories per portion, and it comes in a lighter shade of blue in order to differentiate the range."

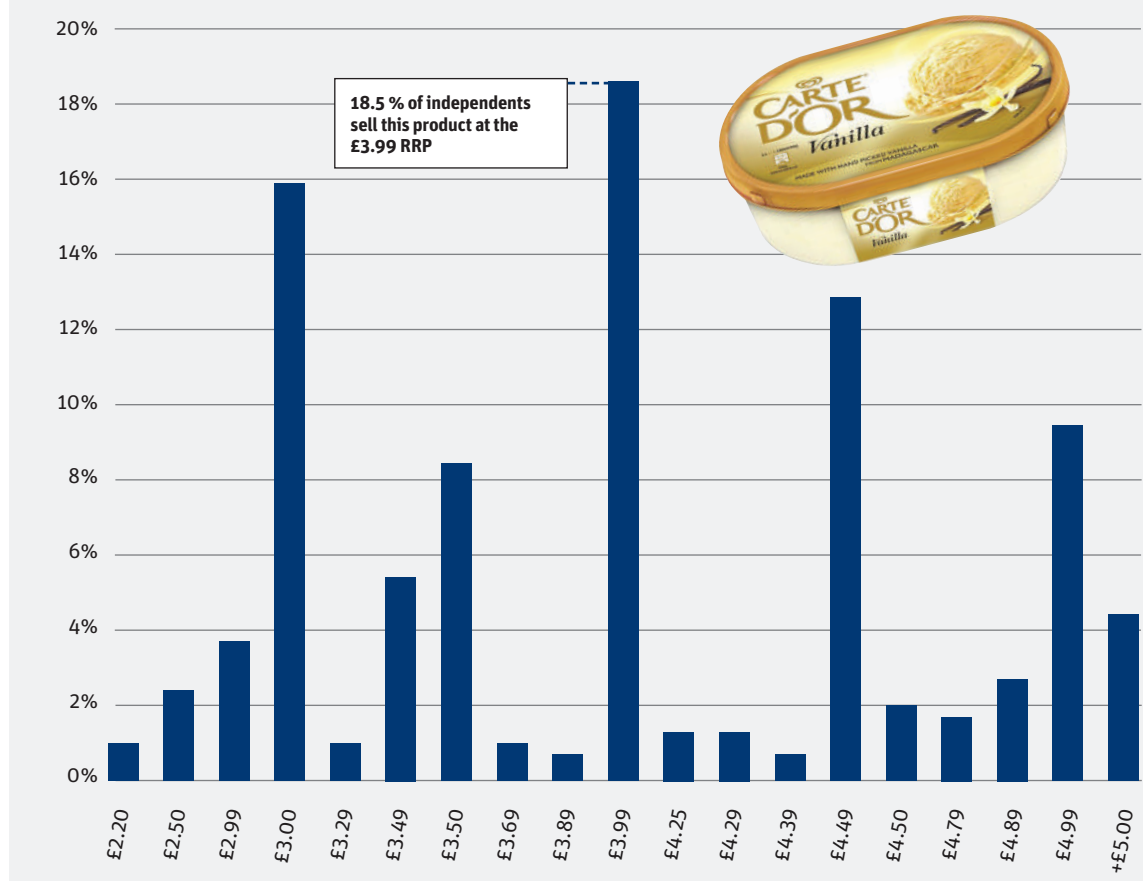


# PRICEWATCH

## Profit checker Take-home ice cream

## Price checker

WALL'S CARTE D'OR VANILLA 1L Price distribution %



## Analysis and retailer insight

Independent retailers are more than 45% more expensive than Tesco on the top 12 take-home ice cream lines. This is in part due to deep-cut promotions on own label, with multi-buy deals deployed on brands.

That's not to say that independents aren't competitive. Tesco's usual price for Carte D'Or Vanilla is

£3.50 and, as our graph above shows, more than 30% of independents are meeting or beating that price.

If you can't beat the single-unit price on branded ice cream, you should compete by creating frozen meal solutions that include a main, side and dessert for a set price.

But as Waitrose proves, ice cream

doesn't have to be a price-sensitive category, with its own-label tubs priced higher than the Classic range's RRP.

Is there an opportunity for you to partner with a local ice cream provider to drive your margins?

In-store tastings add some theatre and offer something different.

### PRODUCT

**Ben & Jerry's Cookie Dough Ice Cream**  
500ml

**Ben & Jerry's Choc Fudge Brownie**  
500ml

**Classic Vanilla Ice**  
900ml

**Classic Chocolate & Vanilla Ice**  
900ml

**Classic Caramel Ice**  
900ml

**Classic Strawberry Ice**  
900ml

**Ben & Jerry's Phish Food**  
500ml

**Viennetta Vanilla**  
650ml

**Wall's Carte D'Or Vanilla**  
1l

**Flake Tub**  
75cl

**Wall's Magnum**  
440ml

**Oreo Tub**  
480ml

**Total**

### Ben Dyer

**STORE** Debbens News  
**LOCATION** Waterlooville, Hampshire  
**SIZE** 700sq ft  
**TYPE** residential

#### TOP TIP

Focus on what your bestsellers are and stick to the RRP where possible so customers know they are getting the best deal



**We stick to** the RRP and tend to stock pricemarked packs (PMP) of ice cream. We stock Euro Shopper Classic Ice Cream rather than other big brands because there isn't a huge market for ice cream in this area. We have been asked a few times for other brands, but as we're limited in space and don't have a huge ice cream freezer, we stick to Euro Shopper. We stick to PMP because it shows the customer that they are getting the best deal available, and builds brand loyalty, helping to increase volume of sales.

### Rajwinder Kaur

**STORE** Lifestyle Express  
**LOCATION** Newhouse Mini Market  
**LOCATION** Kilbirnie, North Ayrshire  
**SIZE** 1,500sq ft  
**TYPE** rural

#### TOP TIP

To increase impulse buys, try cross-merchandising ice cream with cones and syrups



**I like to** stick to the RRP when it comes to tubs of ice cream as more shoppers, mostly parents, are likely to pick it up. Plus, as most of our ice cream is bought by parents, they are always looking for a good deal – Lyons Maid is a bestseller and we stock it in Vanilla, Chocolate, Raspberry Swirl and Strawberry flavours. This summer has been good in terms of the weather, and that, alongside the school holidays, meant sales really increased when it came to tub formats. We also put ice cream cones and syrups opposite the freezer to encourage impulse purchases.



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Data supplied by



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## SUPERMARKETS

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 C-STORE IN SOUTH MANCHESTER SUBURB	RETAILER 2 LOCAL STORE IN SOUTH WALES VILLAGE	RETAILER 3 LOCAL C-STORE IN LARGE HAMPSHIRE TOWN	RETAILER 4 C-STORE IN LARGE CENTRAL SCOTLAND TOWN	RETAILER 5 SMALL C-STORE IN CENTRE OF DEVON COASTAL RESORT	RETAILER 6 C-STORE IN LARGE LEICESTER SUBURB
£4.28	£4.25	£4.25	£4.89	£5.99	£4.25	£4.25	£3.50
£4.30	£4.25	£4.25	£4.89	£5.99	£4.25	£4.25	£3.50
£2.25	£2.25	£2.25	£2.25	£2.25	£2.25	£2.25	£2.25
£2.25	£2.25	£2.25	£2.25	£2.25	£2.25	£2.25	£2.25
£2.25	£2.25	£2.25	£2.25	–	£2.25	£2.25	£2.25
£2.25	£2.25	£2.25	£2.25	£2.25	£2.25	£2.25	£2.25
£4.30	£4.25	£4.25	£4.25	£5.99	–	£4.25	£3.50
£1.84	£1.84	£1.84	£1.84	£1.84	£1.84	£1.84	£1.84
£4.01	£4.49**	–	£3	–	–	–	£3.50
£3	£3.50**	–	£3	–	£3	–	–
£3.85	£3.99	£3.99	–	–	–	£3.99	£3.99
£3	£3**	–	£3	£3	£3	–	–
<b>£33.28</b>	<b>£38.57</b>						

\* from a sample of 3,500 stores

\*\* Bestway price

TESCO 1	SAINSBURY'S 2	WAITROSE 3
<b>£2.50</b>	<b>£3</b>	£4.50
<b>£2.50</b>	<b>£3</b>	£4.50
<b>£2</b> †	£1.75†	£2.50†
<b>£2</b> †	£1.75†	£2.50†
<b>£2</b> †	£1.75†	£2.50†
<b>£2</b> †	£1.75	£2.50†
<b>£2.50</b>	<b>£3</b>	£4.50
<b>£1</b>	£1.65	–
£2	<b>£2</b>	£3.50
–	£3	–
£3.85	£3.65	–
<b>£3.50</b>	–	–
<b>£25.85</b>	<b>£26.30</b>	<b>£27</b>

■ on promotion † own brand equivalent

## Jack Matthews

**STORE** Bradley's Supermarket (Nisa Local)

**LOCATION** Leicestershire

**SIZE** 2,600sq ft

**TYPE** high street

## TOP TIP

Offer ice cream at different prices to increase choice, and focus on your customers' favourite flavours



**We price ice** cream tubs mainly at RRP, but for value brands that might retail at £1.09, we'll sell them for 99p. Mackie's of Scotland is a popular brand, and we usually stock Ben & Jerry's and Häagen-Dazs when it is on promotion through our symbol group – on its own, it's quite expensive. Volume of sales definitely increased this summer with all the hot weather, and I noticed more people buying premium lines. Therefore, we started to stock a brand called Northern Bloc that costs £4.99 – people are happy to pay a premium for this.

## John Parkinson

**STORE** Broadway Premier

**LOCATION** Penrhyn Bay, Llandudno

**SIZE** 800sq ft

**TYPE** neighbourhood

## TOP TIP

Stocking own-label is beneficial because it offers shoppers value for money and guarantees sales



**We're not an** ice cream destination, but we do stock Euro Shopper Classic Ice Cream and Ben & Jerry's when Premier have a promotion on it. We tend to stick to RRP because shoppers then know they're getting good value for it, and Classic is our best-seller, in Vanilla, Choc Chip and Caramel flavours – out of these flavours, Vanilla is the most popular. As we have competition close to us, it's important we try to offer the best prices, that's why sticking to own-brand means shoppers know they'll get a good deal on price.



# DON'T MISS NEXT WEEK'S ISSUE



OUT  
5 OCTOBER

## Get the most out of pricemarking and promotions

Retailer and supplier advice to help you  
win your shoppers' trust and increase  
your rate of sale



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Matthew Oliver on 020 7689 3367

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# COLUMNIST



**Neville Rhodes**

## Secondary concerns

**Why is Egmont fobbing independent retailers off with unsold magazines from supermarkets and multiples?**

**T**he mystery of Egmont's second-class retailers deepens the more I delve into it.

The basic plot involves magazines going on sale initially only in supermarkets and multiple retailers, with any copies left unsold by the off-sale date returned to the wholesaler, repackaged and distributed to independents for a second on-sale period.

A trial covering most of the north of England started this month with two of Egmont's children's titles, Lego Star Wars and Toxic.

The next issues of each title were to be distributed only to supermarkets and multiple retailers in the first instance, with independents receiving their copies later.

That was the plan outlined to the NFRN, as RN reported three weeks ago.

It has since emerged, however, that two versions of Lego Star Wars issue 39, which went on sale 5 September, one priced at

£3.99 with the usual four-week on-sale period, the other with an over-stickered price of £5.99, on sale for eight weeks. The latter was sent to independents in the trial area.

Lego Star Wars issue 40, due on sale next week, is also priced at £5.99, so independents in the trial area will only be able to offer their customers an out-of-date copy for the same price as the current issue on sale elsewhere.

If Toxic, now on sale at £5.99, is recalled and then redistributed to independents while the latest issue is on sale in the multiples, a similar situation will arise.

This is crazy, because it is putting independent retailers in the same position as market stallholders who sell near-current magazines that have fallen off the back of a lorry – a practice the whole industry claims it has been trying to stop since the turn of the century.

The excuse offered by Seymour, the distributor of



**The excuse that the secondary scheme is being done to cut waste is not only rubbish, it's also insulting**

Egmont's titles, that the secondary distribution scheme is being done to cut waste is not only rubbish, it's also insulting.

Of course there is far too much waste, but that's certainly not the fault of independent retailers.

If Egmont and Seymour think the supermarkets and multiples will have sufficient unsolds to supply independent retailers, doesn't that provide a clue about their waste levels?

If unsolds of Lego Star Wars and Toxic are rising, it is because sales are falling faster than the publishers are cutting their demand forecasts.

The latest figures from the ABC show sales of both titles have declined by nearly 40% over the past two years.

So, why do Egmont and Seymour appear to be penalising independent retailers with a scheme that will offer them only second-hand and out-of-date copies of two struggling titles?

Egmont is one of the leading publishers of children's magazines with its suite of Disney magazines, its popular character titles and its own classic Go Girl.

Seymour, meanwhile, has a fine record of supporting independent retailers with promotions of its specialist titles.

Why, then, are both companies going out of their way to trash their reputations with a "hare-brained" scheme – as NFRN president Mike Mitchelson described it – that treats independents as second-class retailers?

*Neville Rhodes is a freelance journalist and former retailer*

### \* Retailing by numbers

**+** More than seven in every 10 independent convenience store retailers own their premises and 58% of independents have a trading area of less than 1,000sq ft. Across the convenience store sector as a whole, the top three categories are tobacco and e-cigarettes (20.4% of sales); alcohol (14.9%); and chilled foods (13.6%). News and magazines make up only 3.4% of sales. These and many other fascinating statistics are taken from the latest edition of the Association of Convenience Stores' Local Shop Report, which is free to download from the ACS website ([acs.org.uk](http://acs.org.uk)). The report, brilliantly presented, is well worth a look to see how your shop compares with the other 46,000.



# The No.1 supplier at Christmas\*



For festive category advice go to [deliciousdisplay.co.uk](http://deliciousdisplay.co.uk)  
In trials retailers following our category advice  
increased their seasonal sales by 21%\*\*

\*Number one confectionery Supplier  
- IRI 2017 data to 31st December 2017  
\*\*C-store shop project 2016

**Mondelez**  
International



# XMAS CONFECTIONERY

## Christmas is coming

It wouldn't be Christmas without our favourite chocolate and sweets brands, but this market hasn't been without its challenges.

**Priyanka Jethwa and Tom Gockelen-Kozlowski** find out how the industry is helping you profit

**C**onfectionery at Christmas is so full of dilemmas – should you fill your store with season-specific stock? Will healthy eating demands affect this traditionally indulgent time of year? It is easy to forget it offers a £750m opportunity to retailers.

“Shoppers are getting more excited about Christmas every year, with Christmas retail sales topping £44bn in 2017,” says Charlotte Parkes, Mondelez International’s junior brand manager for Cadbury Christmas and Halloween.

So, the big question is: how can retailers reflect the changes in the market while also benefitting from this opportunity?

Luckily, suppliers are working hard to make their products more relevant, while top store owners are adapting their sales strategies.

Take the choice to invest in Christmas-themed confectionery: Steve Haines of The Broads, Coltishall in Norwich – like many store owners – is concerned about being stuck with useless festive stock in January.

“When it comes to impulse confectionery, the key is not to over-buy because you might end up with a bunch of stock that won’t sell after Christmas,” he says.

This concern is certainly reflected in many of the products big suppliers are focusing on.

Thorntons Pearls, for example, arrived on shelves earlier this month. Available in Nutty Crunch and Salted Caramel flavours, the products are aimed at younger shoppers and the numerous sharing occasions that lead up to Christmas.

One of Ferrero’s biggest Christmas success stories of 2017 was its Continental range, a year-round seller which saw 12%

growth in British supermarkets. Neither brand is explicitly festive-themed.

Elsewhere, many tubs, cartons and boxed chocolates from Mondelez, Nestlé and Mars will also be appropriate for opportunities such as Valentine’s Day and Mother’s Day in 2018.

That’s not to say there aren’t many Christmas-themed products from the big suppliers available this year.

In Thorntons’ novelty line-up, a Cheeky Elf joins its Jolly Reindeer and Snowman products, while festive tubes of Rowntree’s Fruit Pastilles and Smarties and Maynards Bassetts Frosted Jar are among a slew of Christmas-themed products.

And there are now festive impulse products from many big brands.

**£44bn**  
The value of  
Christmas retail  
sales in 2017



**The key is not to over-buy because you might end up with a bunch of stock that won’t sell after Christmas**



Mars is investing in its Maltesers Reindeer by launching a novelty gift that contains two standard and two mini reindeer.

Meanwhile, Cadbury Dairy Milk Mousse Snowman and Snow Bites offer a product under RRP £1 to tempt shoppers and will compete with Nestlé’s Milkybar Polar Bear and three other ‘Winter Friends’ alongside a range of Smarties items.

How can store owners stock this range of festive products while not losing out after Christmas by being stuck with leftover stock?

“Get stock as early as possible because people do like to start shopping for Christmas confectionery around October,” says Naresh Gajri, of Cranhill Convenience Store, Glasgow.

“Booker normally brings out their promotions at the beginning of October, so I’m just waiting for them to start selling it now. I normally go for Quality Street jars and sharing chocolate tubs.”

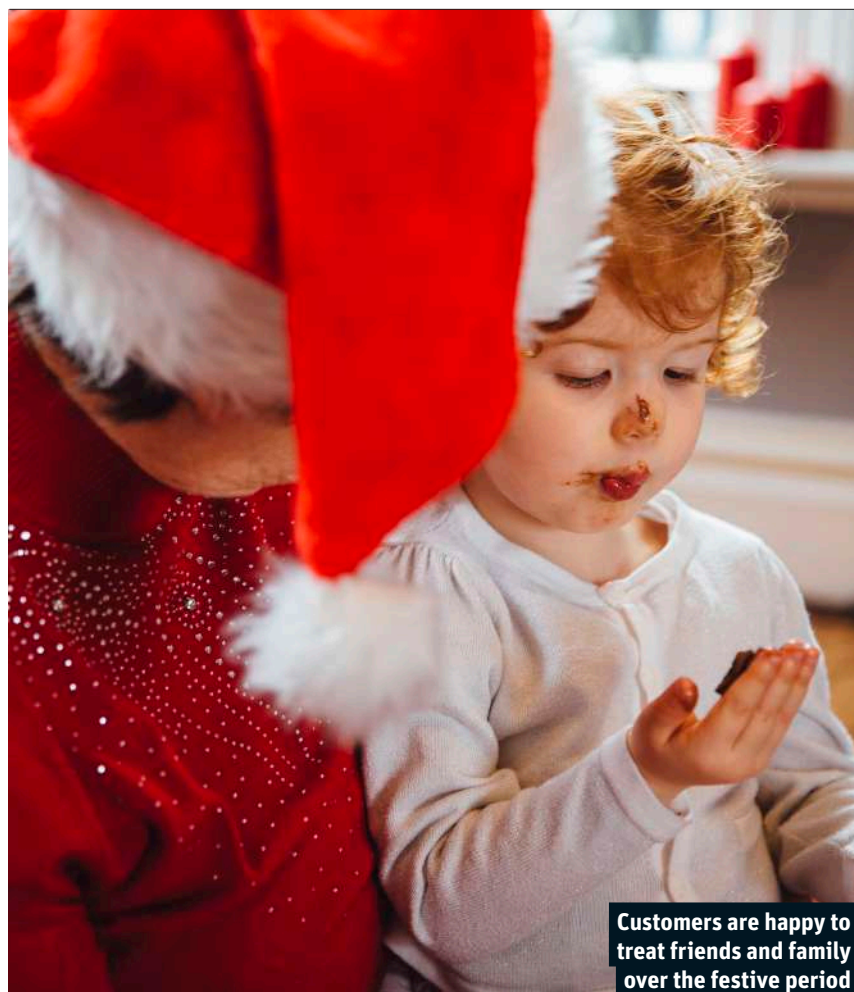
With October just days away, this means thinking about building displays and merchandising seasonal ranges now.

It’s a time scale that suppliers also agree with. Mondelez’ Parkes has a guide for retailers’ Christmas-themed stock through the season.

“Be prepared early, starting the countdown in October with self-treats such as the Cadbury Dairy Milk Snowman. Then, continue the countdown into November



# XMAS CONFECTIONERY



Customers are happy to treat friends and family over the festive period

## 10 Christmas confectionery products

**A present forever:**  
**Kinder Fluffy Toy Unicorn**



**Too cute to eat:**  
**Smarties Christmas Birdie**



**Something grandad will like:**  
**Swizzles' Sweet Shop Favourites tin**



**For a party:**  
**Bebeto Party Mix**



**It wouldn't be Christmas without:**  
**After Eight Thins**



**A traditional favourite:**  
**Fry's Collection Selection Box**



**A cheeky little chap:**  
**Thorntons Cheeky Elf**

**When you really know your chocolate:**  
**Green & Black's Advent Calendar**



**One for teachers:**  
**Cadbury Dairy Milk Carton**



**Survive Christmas shopping:**  
**Cadbury Snow Bites**

with advent calendars and novelty sharing lines. In December, make it clear that the magic of Christmas has arrived in your store by stocking selection boxes, sharing lines and top-up gifts."

Whether to fully embrace Christmas or not is hardly the only dilemma, however. Consumers are continuing to look to save money, yet Christmas is a time of indulgence – should stores build a premium range or one for price-conscious customers?

One retailer who thinks premium confectionery is the way to go is Paul Gardener, of Budgens of Islington in North London.

"It's important to invest in premium seasonal confectionery, and every year, I find myself ordering more premium advent calendars," he says. "Lindt calendars can cost up to £15, but everyone deserves a treat at Christmas. Chocolate Alchemist, by House of Sarunds, is also another brand that sells really well."

Other retailers operating in less affluent areas are planning to focus on competing on price.

"We always try to compete with the multiples on price, especially when it comes to confectionery,"

says Narmeen Sarwar, of One Stop Stoneyburn, near Glasgow. "We always stick to One Stop's promotions."

"They tend to have deals on tubs, such as two for £8 or £9, which sell really well."

Symbol groups will focus hard on getting the right deals in place, but suppliers are also building ranges at the right price. Nestlé's Smarties, Milkybar and Rowntree's Fruit Pastille tubes – with a new Smarties Orange tube – all return with an RRP of £1.38.

Mondelez' Cadbury Fudge, Freddo and Buttons brands meanwhile have tubes available with an RRP of £1.42.

Mars Wrigley Confectionery is among the companies to have affordable advent calendars available – there's a Maltesers Reindeer Calendar with an RRP of £2.79.

And while shoppers will be looking for a bargain where they can, suppliers also expect Christmas 2018 to be, like every other year, one where we all treat ourselves a bit more.

"During the Christmas period consumers are more likely to treat themselves, their friends and their family," says Lauren George, trade and brand manager at Mars Wrigley Confectionery.

This logic goes for our waistlines, too. So, while Perfetti Van Melle (to take one example) is investing in reduced-sugar products across the board, it is also centring its Christmas gift proposition around two novelty gifts which place "fun and theatre" ahead of more year-round concerns. Its Chupa Chups Candy Pizza saw sales grow by 28% last Christmas and will be joined in 2018 by Chupa Chups Candy Sushi product.

Perhaps this is the message for Christmas 2018: Yes, there are many concerns out there, for margin-squeezed, legislation-threatened confectionery specifically, and the market more widely, but Christmas is coming and shoppers, as always, are simply going to want stores to help them have a good time. ●



**It's important to invest in premium seasonal confectionery**





# Join us at the 13th annual IAA Gala Dinner

22 November 2018 | East Wintergarden, London

Celebrate the stars of independent retail and network with likeminded, success-focused business owners and innovative suppliers. This is where you need to be to take your business forward.



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**MARS WRIGLEY**  
confectionery

**BOOKER**  
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Cadbury OREO

 **POST OFFICE**

 **PayPoint**

**[betterRetailing.com](http://betterRetailing.com)**

**JTI**

 **NFRN**  
Federation of Independent Retailers



A woman with brown hair, wearing a grey jacket and a colorful floral scarf, is smiling behind a grocery store counter. In front of her is a tablet POS system displaying a grid of product categories. To her right is a large bag of bread. The background shows shelves stocked with various grocery items.

# Fastest growing EPoS platform in the UK

**Nisa**  
supplier link  
now available

Manage  
your store  
on the go  
with our  
mobile app

Insightful  
reports to help  
you manage  
your product  
offering

No upfront  
hardware  
investment



**PayPoint**

Get more out of your business with **PayPoint One**

Visit [paypoint.com](https://paypoint.com) or talk to your local Territory Development Manager



# TECHNOLOGY

## Pay it forward

In recent years, technological change has revolutionised payment in convenience stores. Chip and pin, contactless, Apple Pay, Android Pay, even cryptocurrencies are growing. **Toby Hill** talks to three leading retailers to find out the opportunities and challenges

### THE RETAILERS

#### Peter Mann

Nisa Local, Luton, Bedfordshire



**"In just the past two years, our rate of card transactions has increased by 30%"**

#### David Worsfold

Farrants Newsagents, Cobham, Surrey



**"Customers constantly expect faster service, so I have to stay on top of changes in technology"**

#### Kay Patel

Best-one Global Food and Wine, east London



**"Offering a range of options gives us that 'wow' factor in an area where lots of businesses don't"**

### FIVE OPPORTUNITIES TO MAXIMISE

#### 1. The rise of cryptocurrency:

In one of Kay Patel's east London stores, he's offering an unusual service – ATMs designed for the online cryptocurrency Bitcoin. "Loads of people use the machines, which gives us a massive point of difference," he says. "It brings in young, affluent customers who we might not see otherwise, who buy premium products such as Cîroc." He is also considering accepting payment by Bitcoin, but is wary of changes in its unstable value.

#### 2. More choice and flexibility for customers:

Most EPOS systems enable retailers to offer several payment options to their customers. Bedfordshire retailer Peter Mann says: "We use ITS and Retail Management systems, and for both it's all integrated: credit card, cash, contactless, Apple and Android Pay.

"Customers might only have £5

in their account until pay day, but with our EPOS they can pay partly on card, partly in cash, so they don't have to go into their overdraft." Retailers should consider flagging up their options using signs and social media.

#### 3. Increased speed of transactions:

The rise of contactless payments has greatly accelerated transaction times for retailers. "Contactless takes three seconds instead of 15, and when you have four or five customers waiting, that's a minute saved, which feels like a lifetime if the shop is busy," says Mann. This leaves retailers with two options, according to David Worsfold, of Farrants Newsagents in Surrey. "For bigger retailers, it could mean they can afford to have fewer staff covering the tills. But I think it allows your staff to spend more time with those customers who need it, who don't want a fast service."

#### 4. Cutting out the costs of holding cash:

An advantage of the shift towards cashless payments high-

lighted by all three retailers is the fact it reduces opportunities for crime – whether petty staff theft or more serious robberies. "Holding lots of cash in the register has a huge cost, in terms of banking it, insuring it and especially the percentage lost to wastage," says Worsfold. "Cutting down on how much we handle cash in store is definitely preferable for us," agrees Mann.

#### 5. Keeping up with new technologies:

With innovation occurring at a rapid pace, retailers recommend keeping a close eye on developments to see what could benefit your store. "I follow ideas such as Amazon Go, where customers just load their app, walk in, and walk out, without having to queue to checkout," says Worsfold. "I read the trade press and visit trade fairs to stay informed." One annual fair where retailers can see the latest innovations is the Retail Business Technology Expo, which takes place on the first weekend of May in Kensington Olympia, London. ➤

# TECHNOLOGY



**Cash is still the quickest system for getting money into my bank**

## FIVE CHALLENGES YOU CAN OVERCOME

**1. Online bill payments replacing PayPoint:** As a system based on the payment of bills or phone top-up, retailers are increasingly using PayPoint as a community service rather than looking to it for profit.

At the same time, more customers are choosing to pay bills online themselves. However, while people are increasingly paying their bills or topping up their phones through their smartphones, other retailers have found new ways of using PayPoint. "We make more money by using PayPoint as a parcel collection and returns service than we do from any other facility," says Worsfold.

**2. Choosing the right new technologies:** With such an array of EPoS systems available, each offering a variety of functions and facilities, it can be hard to choose the one that's right for you. Worsfold found this to his cost.

"We were hoping to have an iPad till system where we could just ring up payments on the shop

floor," he says. "But we found that actually customers come in looking for a bulky till point, and it just confused them. So, we're returning to a simpler EPoS system."

**3. Increasing costs of non-cash payments:** As contactless payment becomes increasingly integral to independent stores, payment services have capitalised by raising and extending their charges.

"Mid-term through my contract, my service charge increased," reports Patel. "Just a penny per transaction, but with 1,000 transactions a week, it ends up costing a huge amount more." Worsfold describes similar frustrations with authorisation charges, which have now been extended to contactless payments. "It slows down the system, too, so you have to invest in super-fast broadband," he adds.

**4. More regulations and compliance:** One of the appeals of cash for many people – from elderly customers to organised crime – is

its anonymity. One of the challenges that increased non-cash payments create for retailers is that it involves them in complex regulations related to data storage and protection.

Mann discovered this a year ago, when new regulations meant his new terminals were no longer compliant. "I had to pay close to £1,000 to replace two tills," he says.

To avoid being bitten, retailers need to keep on top of regulatory change, through the trade press and the news.

**5. Risking cash flow problems:** Card transactions have come to dominate Patel's revenue stream. "Up to 70% of our turnover is now card-based," he says.

However, this reliance on card payments has the potential to create serious cash flow problems. "Cash is still the quickest system for getting money into my bank," he adds. "Card payments mean my income is sitting in limbo for three days." ●



**Ensuring your payment systems suit the customers you serve is crucial, retailers say**



# THIS WEEK IN MAGAZINES



## Launch of the week

# FIND A BIT OF PEACE ON EARTH THIS CHRISTMAS

As the festive season approaches, Immediate Media has launched an annual guide geared towards helping people cope with and ultimately enjoy what can be a fraught time of year

AS MANY FAMILIES start to make Christmas plans and travel arrangements, Immediate Media has produced Mindful Christmas – a title set to provide a bit of peace during the end-of-year planning.

Speaking to RN, editor-in-chief Jules Taylor said: “Mindful Christmas combines the mindfulness and wellbeing magazine category – which showed a 21% year-on-year RSV growth – and the Christmas market. It should be displayed front-of-fixtured in the women’s interest and Christmas categories.”

The magazine isn’t encased in plastic and includes gift tags and greeting cards.



### MINDFUL CHRISTMAS

On sale out now

Frequency annual

Price £7.99

Distributor Frontline

Display with Simply

Christmas, Good

Homes Christmas

## My week in magazines



**Marcello Perricone**

Magazines reporter

[marcello.perricone@newtrade.co.uk](mailto:marcello.perricone@newtrade.co.uk)

# CROSSOVER SALES CREATE POSITIVE CORRELATIONS

Shortly after Kelsey Media bought Stuff magazine from Haymarket last June, I had a chat with chief executive officer Steve Wright about the expected performance of the gadget mag.

He told me the company was looking forward to introducing its compact edition to independents to complement the small version of Men’s Health, having detected a readership crossover.

While that hasn’t come to pass, Kelsey is clearly going ahead with the concept of correlating sales: the idea that fans of one genre might buy magazines of another segment in one go.

With Performance Mini and Performance VW, Kelsey is bundling up free copies of Stuff, hoping to convert some of the mostly-male readers of car magazines into readers of the also mostly-male technology publication.

While that is far from a novel perspective, it is one surprisingly overlooked in the industry – the common practice has long been to group magazines of the same segment together, giving the reader multiple options of one theme but rarely offering alternatives.

Correlating sales enables retailers and publishers to sell extra copies of magazines to relevant readers without cannibalising sales from other titles, and can be a profitable strategy, if properly applied.

### Opportunity: correlated sales

Until more publishers understand the value of correlating sales, retailers can make the most of it by using their expertise to offer demographic-appealing titles, or perhaps offering buyers magazines to buy for their partners.



## 2019 OFFICIAL STICKER COLLECTION

STARTER PACK: £2.99 RRP  
STICKER PACKETS: 70P RRP



**BRAND NEW!**  
**ON SALE SOON!**

@OfficialPanini  
**#GotGotNeed**



**BRAND NEW!**  
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## SYMBOL KEY



Price change



Launch



Frequency change



Bumper issue



One shot



Special issue



Free gift



Competition



## PERFORMANCE MINI

- Formerly known as Modern Mini, this car magazine now concentrates on the sport versions of the new Mini.
- October's edition comes with a pocket Tuning Essentials guide and a free copy of Stuff magazine.



**On sale out now**  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Fast Car, Fast Ford, Performance VW



## PRACTICAL PHOTOGRAPHY

- This is aimed at all abilities and includes articles, gear reviews and shooting guides.
- November's issue is a special black-and-white edition celebrating the moody monochrome style, and comes with a free green memory card case.



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



## PERFORMANCE VW

- A motoring magazine aimed at enthusiasts, Performance VW includes reviews of the best after-market parts and guides about how to upgrade your Volkswagen.
- October's edition comes with a pocket Tuning Essentials guide and a free copy of Stuff magazine.



**On sale out now**  
**Frequency** monthly  
**Price** £5.99  
**Distributor** Seymour  
**Display with** Fast Car, Fast Ford, Performance Mini



## BIRD WATCHING

- This hobbyist magazine has features, articles and news about birdwatching, from bird ID guides to the best UK observation spots.
- November's issue comes with a 24-page guide to taking care of garden birds in winter.



**On sale out now**  
**Frequency** monthly  
**Price** £5.49  
**Distributor** Frontline  
**Display with** Cage & Aviary Birds, Birdwatch



## LANDSCAPE

- This home interest magazine is focused on gardening and lifestyle, informing readers on everything from garden keeping and birdwatching to cooking and decoration.
- The November issue includes a Christmas feature with suggestions for festive cakes and a look at Kent's oyster season.



**On sale out now**  
**Frequency** monthly  
**Price** £5.49  
**Distributor** Frontline  
**Display with** Country Living, Country Homes & Interiors



## VOLKSWORLD

- A motoring magazine about all things Volkswagen, Volksworld features news, articles and test-drives of cars from the German manufacturer.
- November's issue comes with a 32-page restoration guide and a special supplement celebrating 80 years of the VW Beetle.



**On sale out now**  
**Frequency** monthly  
**Price** £6.99  
**Distributor** Seymour  
**Display with** Fast Car, Fast Ford, Performance VW

## SPECIALIST CHOICE

### MERYL WILLIAMS, PIKE'S NEWSAGENTS, PORTHMA DOG



**On sale out now**  
**Frequency** weekly  
**Price** £3.25  
**Distributor** Marketforce

## CYCLING WEEKLY

## Who buys it?

It is bought usually by men of all ages who cycle or like reading about cycling. It is also popular with local people and with tourists visiting our area.

## How do you display it?

We put it on the shelves next to the other magazines about cycling and mountain biking.



## Bestsellers

### Horses

Title	On sale date	In stock
1 Horse & Hound	27/09	<input type="checkbox"/>
2 Horse and Rider	20/09	<input type="checkbox"/>
3 Pony	26/09	<input type="checkbox"/>
4 Your Horse	20/09	<input type="checkbox"/>
5 Horse	26/09	<input type="checkbox"/>
6 Carriage Driving	28/09	<input type="checkbox"/>
7 Horse and Countryside	26/09	<input type="checkbox"/>
8 Local Rider	20/09	<input type="checkbox"/>
9 Equestrian Life	26/09	<input type="checkbox"/>
10 Essex Rider	05/10	<input type="checkbox"/>

Data from independent stores supplied by

SmithsNews



## Collectables

Title	No	Pts	£
DeAgostini			
Art Gallery	30	60	<b>8.99</b>
British Steam Railways	30	50	<b>1.99</b>
Build the Jaguar	30	100	<b>8.99</b>
Build Your Own R2-D2	30	100	<b>8.99</b>
Cake Decorating	29	90	<b>3.99</b>
Classic Dinky Toys Collection	19	60	<b>11.99</b>
Enhancing Your Mind, Body, Spirit	90	120	<b>3.99</b>
Magiki Cuddle Buddies	22	30	<b>3.99</b>
My Animal Farm	68	70	<b>5.99</b>
Star Wars Helmet Coll'n	71	80	<b>9.99</b>
Zippo Collection	80	100	<b>19.99</b>
Eaglemoss			
DC Comics Graphic Novel	82	100	<b>9.99</b>
Game of Thrones	58	60	<b>9.99</b>
My Little Pony			
Colouring Adventures	82	80	<b>4.50</b>
Star Trek Ships	134	130	<b>10.99</b>

Title	No	Pts	£
<b>Hachette</b>			
2000 AD			
The Ultimate Collection	29	80	<b>9.99</b>
Art of Quilting	143	150	<b>3.99</b>
Assassins Creed:			
The Official Collection	42	80	<b>9.99</b>
Big & Little Crochet	15	72	<b>4.99</b>
Classic Routemaster	36	130	<b>8.99</b>
Draw The Marvel Way	72	100	<b>4.99</b>
Marvel's Mightiest Heroes	124	130	<b>9.99</b>
The All Killer No Filler			
Deadpool Collection	2	60	<b>1.99</b>
Transformers GN Collection	46	80	<b>9.99</b>
Warhammer	54	80	<b>9.99</b>
Warhammer 40,000:			
Conquest	4	80	<b>1.99</b>
<b>Panini</b>			
Marvel Figures	18	84	<b>11.99</b>
F1 Collector	65	70	<b>10.99</b>
Supercars	3	60	<b>2.99</b>

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

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

## Newspapers

Daily newspapers price/margin pence/margin %				
Sun	50p	11.15p	<div></div>	22.3%
Mirror	75p	16.05p	<div></div>	21.4%
Mirror (Scotland)	75p	17.12p	<div></div>	21.4%
Daily Record	75p	16.05p	<div></div>	21.4%
Daily Star	40p	7.26p	<div></div>	22.5%
Daily Mail	70p	15.62p	<div></div>	22.31%
Express	60p	13.31p	<div></div>	22.5%
Express (Scotland)	60p	13.31p	<div></div>	22.5%
Telegraph	£1.80	38.7p	<div></div>	21.5%
Times	£1.60	34.4p	<div></div>	21.5%
FT	£2.70	54p	<div></div>	20%
Guardian	£2	44p	<div></div>	22%
i	60p	13.2p	<div></div>	22%
i (N. Ireland)	60p	13.2p	<div></div>	22%
Racing Post	£2.30	54.0p	<div></div>	23.48%
Herald (Scotland)	£1.30	29.90p	<div></div>	23%
Scotsman	£1.60	36.0p	<div></div>	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	£1	21.5p	21.5%
i (N. Ireland)	£1	21.5p	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 15-16 September					
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,365g	495g	50g	3	25g
Sunday Times	1,165g	575g	95g	5	55g
Guardian	1,060g	710g	25g	2	20g
FT	970g	620g	0g	0	0g
Mail on Sunday	750g	340g	50g	4	20g
Times	720g	155g	25g	3	10g
Daily Mail	620g	250g	40g	3	30g
Sunday Telegraph	615g	145g	10g	2	5g

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							

**Per copy sold** Guardian Newspapers =2p. News UK =2p. Associated Newspapers =2p. Express Newspapers =2p. Telegraph Group =2p.  
**Per copy supplied** Independent News & Media =2p. Financial Times =2p. Mirror Group Newspapers =2p



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