

RN

Merchandising with the Masters

Increase your gum sales by up to 51% with Mars Wrigley Confectionery's advice

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RETAIL NEWS THAT MATTERS ● £2.50 ● 21.09.2018

RN EXCLUSIVE



ATM crime explosion

- RN investigation reveals 22% spike in c-store attacks
- Expert tactics to protect your store

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RECYCLING

Answers wanted on deposit returns

Call for clarification on commission and vending machine costs **Page 4 >>**



LANDMARK WHOLESAL

Depot closures force fascia switch

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CHRISTMAS SNACKING

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Independent retailers and suppliers reveal their seasonal profit drivers **Page 26 >>**

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of independent retail
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reveal their plans for
Christmas snacking

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“If retailers can’t afford reverse vending machines, they will be left at a disadvantage”

Mo Razaq, p4

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WELCOME

In one instance, a resident living above the shop was lucky to survive



Editor - news
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The investigation into ATM crime on p5, p14 and p15 reveals for the first time the rising threat to convenience stores caused by ATM thefts.

It also shows the impact these attacks have on store owners, store staff and local communities as residents lose access to cash and access to convenience goods.

Retailers told us it affects communities in less obvious ways as well. The raised insurance premiums will need to be passed on in price rises, and this will even fall on those who haven't been victim to ATM

attacks. The funds set aside for store investment in chillers, food to go or refurbishments ends up being spent repairing the structural damage the attacks cause.

Staff hours get scaled back to make up shortfalls. In one instance, a resident living above the shop was lucky to survive and was severely traumatised by the incident.

The resources required to carry out a ram raid or gas attack, the profile of those arrested and the huge surges and decreases in ATM attacks from area to area all suggest that the vast majority of these offences are being carried out by a small number of 'experts'. One gang jailed last year was accused of carrying out 27 gas attacks in less than a year.

A common reason given to retailers by the police for not investigating shoplifting offences is that they represent 'low-level' crime.

If this is the metric that the police are using to determine response, then by their own definition they are failing on ATM attacks, especially as the average cost to retailers of an attack is £25,000-£35,000.

For instance, a retailer told us that police arrived at the scene briefly before deciding not to investigate due to a lack of CCTV evidence. This is not a decision in the public interest, especially when the gang mentioned above was only identified and prosecuted due to DNA recovered from within one of the ATM machines.

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We make 45% margin when we make our own bags of Halloween sweets
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BREAKING NEWS

Morrisons' wholesale success

Morrisons hailed a successful rollout of its wholesale agreement while Waitrose blamed Brexit for the financial results each company published this week.

Morrisons, which started supplying 1,300 McColl's stores this year, expects to hit £700m of wholesale supply sales before the end of 2018. Like-for-like sales were up 4.9% in the six months to 5 August, but operating profits fell 15.5% to £197m.

Waitrose's like-for-like sales rose by 2.6% in the six months to 28 July, but operating profits fell 12% to £96.4m.

Chairman Sir Charlie Mayfield said "uncertainty facing consumers due to ongoing Brexit negotiations" had dented profits.

JTI: illicit baccy bust

Private investigators hired by JTI have stopped an illicit tobacco trader.

TM Eye gathered evidence before bringing a private prosecution against Wen Xin Han for selling illicit tobacco from Bovington Market in Hemel Hempstead.

Han received a suspended 72-week custodial sentence and had a "large quantity" of illegal tobacco seized by the police.

JTI head of corporate affairs Charlie Cunningham-Reid said: "Imposing a custodial sentence reflects the seriousness of the crime – selling illegal tobacco damages legitimate business and makes it easier for young people to get hold of tobacco products."

The judge's decision represents the third successful prosecution led by JTI.

Concern over likely cost of vending machines 'We don't have a clue how much it will be'

Scottish shops demand clarity as DRS talks close

by Megan Humphrey
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Retailers in Scotland are calling for clarification on commission and vending machine costs, following the closure of the government consultation on a Deposit Return Scheme (DRS) later this month.

The consultation launched by the Scottish government on 27 June seeks to design a scheme that works for everyone, by inviting individuals to submit their proposals.

NFRN national councillor and Glasgow Family

Shopper owner Mo Razzaq said the next few months are crucial in finalising the scheme ready for implementation in 2019.

"The important part starts now," he said. "We are expecting to hear the results of the consultation in October, which we believe will continue to be a period of negotiation."

Razzaq said he hopes Scotland will follow in Estonia's footsteps when it comes to formulating a commission structure.

"In Estonia, this decision wasn't down to the government," he said.

"Instead, stakeholders, machine manufacturers and retailers worked together to decide a price. I think the government will go down this route," he said. "The best outcome for us would be to receive 5p commission a bottle that is returned to our machine," he said.

Razzaq said another concern for retailers is how much it will be to buy a vending machine. "We want a lease agreement between companies and retailers, because right now we don't have a clue how much it will be,"

he said. "If retailers can't afford it, they will be left at a disadvantage."

A UK-wide consultation is expected to begin later this year. ACS chief executive James Lowman said it's important to work alongside Scotland ahead of this.

"We need to engage positively with discussions in Scotland and Westminster to try to shape what a scheme might look like, and how this can be designed to minimise the negative impact on convenience stores," he said.

ATMs vanish as fee cuts start to bite

Store owners are losing their cash machines, with 250 free and 300 pay-to-use machines being switched off every month.

The reduction came ahead of planned interchange fee cuts by Link that came into force in July and made ATM machines less profitable.

ATM providers such as Cashzone responded by switching some cash machines over to pay-to-use while others were turned off and removed.

Siera Ali, of The Gothenburg in West Lothian, said: "Our contract is up for renewal in October, but the new terms mean

the contract would deliver next to no commission to us, and we have been told that other companies are not taking on new sites until next year."

A total of 2,800 was lost across the UK, including 3% of the rural sites Link had vowed to protect. Nearly half of all convenience

stores have a free-to-use ATM according to the ACS.

In response, the Payment Services Regulator (PSR) is to make Link better protect access to cash machines. However, Treasury committee chair MP Nicky Morgan said the PSR's action "may be too little, too late".

Mondelez starts stashing goods in run-up to Brexit

Mondelez is stockpiling finished products and ingredients in case of food shortages following Brexit on 29 March, 2019. Hugh Weber, president of Mondelez Europe, told the Times: "We are stocking higher levels of ingredients and finished products, although you can only do so much because of shelf life." The Centre for Economics and Business Research predicts companies will stockpile £38bn of goods ahead of Brexit, and said the move made a small recession after Brexit "almost inevitable".



Local shops bear brunt of ATM offences 'Convenience stores seem to be the target of choice'

Security tactics reviewed as indie ATM crime soars

by Alex Yau

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Convenience stores are the 'target of choice' for ATM crimes including ram raids, gas attacks and thefts, with the shops accounting for half of all ATM offences.

An investigation by RN obtained evidence of 586 offences from 36 police forces in England over two years. It revealed the share of offences that took place at convenience stores increased by 22% year on year, meaning local shops are now disproportionately targeted locations

compared to other types of ATM sites. Supermarkets made up just 9% of the reported total.

National Police Chiefs' Council deputy chief constable, Stephen Jupp, told RN: "We have seen a significant rise in ATM crime over the past three years and convenience stores seem to be the target of choice."

Merseyside Constabulary experienced a 150% increase in ram raids between 2016 and 2017. In the same period, ATM crimes in Hertfordshire rose by 300% and instances within Leicestershire grew

from 0 to 13. Leicestershire Constabulary said it has responded by advising businesses on security measures, such as putting ATMs at the back of stores.

Asked what the police are doing to tackle ATM crime on a national level, Jupp responded: "In July, an ATM crime conference was held to bring police forces, specialist operation departments and commercial partners together, to improve capability.

"Industry partners are looking at new preventative methods. They have also begun to lobby the Home Office as to what the

police response is nationally to ATM crime."

Natalie Lightfoot, owner of a Londis in Glasgow, added: "Retailers should not compromise on security; I spent nearly £1,000 on a security system."

Meanwhile, crimes at convenience stores in Northumbria dropped by 57% (26 to 11). Commenting on why there has been a decline, a spokesman for the force said: "We work with our region's businesses to ensure staff report suspicious behaviour to police."

● Turn to page 14 for how ram raids affect store owners

Tax cuts for cider proposed

Cider taxes need to be cut and government policies that "single out" cider reviewed, the new chair of the National Association of Cider Makers (NACM) has said.

Chair Gordon Johncox has called for a 2p-per-pint reduction in duty for standard ciders and said he is concerned about policies that "single out" cider.

"The NACM is fully supportive of evolving and changing policy to better support those who are vulnerable and most at risk to the impacts of alcohol misuse, but simply wants these policies to be supported with real market context," he said.

Johncox, who is also chief executive of Aston Manor Cider, addressed members of the NACM and attendees at the All-Party Parliamentary Cider Group in Westminster on 11 September.

Retailers scoop £1,500 in Today's Group giveaway

Today's Group has revealed the most recent winners of competitions open to independent retailers in the Today's Big Brand Event campaign. One of the winners, Kevin Broughton, of Today's Local, Cleethorpes, and customer of Today's Group member wholesale Dee Bee Wholesale, won a £1,500 holiday voucher courtesy of Coca-Cola European Partners. Anita Oakhill, marketing controller, said: "We aimed to provide the most competitive deals to drive sales through the Today's Group membership."



Tesco discounter launch

Tesco's first Jack's discounter chain store was due to launch on 19 September in Chatteris, Cambridgeshire, as RN went to press.

An inflatable dome was erected outside the 19,813sq ft shop from which Tesco CEO Dave Lewis is expected to unveil the new format.

The Times has alleged that Tesco is planning to convert 60 poor-performing Metro stores to the Jack's chain and close another 30. Staff in parts of Lancashire, Manchester and Liverpool have been warned their stores are closing.

● For the latest news from the store launch, go to betterretailing.com/jacks-launch

Free training to tackle underage sales

Independent retailers on tight budgets should take advantage of free training to help prevent underage sales, trading standards has told RN.

The advice came as the organisation said knives, tobacco and alcohol have been sold to children as

young as 13 in London in the past 18 months.

Bharti Chavda, of Westminster Grocery in central London, told RN: "Local kids know we will demand ID. It's important to train staff and build a sense of community to prevent these sales happening."

Susie Child, regional coordinator at London Trading Standards, said independent retailers can use free resources to help tackle underage sales. "Enquire with your local trading standards department to see if they run trader training sessions.

Some local authorities still run these free of charge.

"Retailers should seek advice on avoiding or diffusing conflict from their local council health and safety team," she added. "With the right approach to refusals, risks can be reduced."

STORE TOUR



Symbol way to succeed

Stacey Brookes has overseen the transformation of The Dales Market Corner into a modern forecourt and convenience store since she joined six years ago. She tells **Tom Gockelen-Kozlowski** why the changes have worked

If you happen to be cycling through the heart of North Yorkshire, enjoying the stunning countryside, but conscious that you want to maintain your body-beautiful diet, then don't worry: manager Stacey Brookes and her team have it covered.

"Protein is massive here and has grown over the past two years - we've got cycle routes that go past the store and the cyclists love it," she says. "We've got gluten-free products, too - I didn't believe it would work to begin with, but it really has."

The success of these once niche products is one of the more recent steps in a dramatic journey for The Dales Market Corner convenience store and forecourt in Pateley Bridge, Harrogate. When Stacey joined the independently owned business six years ago, she says it was "quaint and small", operating from 8am to 6pm daily, stocking just core confectionery and grocery products for those buying petrol to pick up.

The time she has worked at the business has seen a huge amount of change, however: an extension, the arrival of a post office, the development of the store in partnership with Nisa.

"We arranged the extension work so that we never had to shut, closing one section of the business and still being open in the other," she says.

Now the forecourt and full convenience

offer strives to meet the needs of those driving past, the huge seasonal tourist trade, many locals from the village plus a loyal farming community from the area surrounding the store.

A big reason why the store's now able to cater to the needs of so many customers is the advice and support that working with a symbol group has provided.

"We get six chilled deliveries a week and three ambient. We're an independent business but we're 97% compliant with Nisa deals. We send out their promotional leaflets and customers will come in with products circled that they want," she says.

Along with satisfied millennial cyclists happily munching on snack bars, another sign this shift in the business has worked came this summer when the heatwave struck and thousands of tourists descended on the area, with many arriving at the store looking for barbecue items including fresh meat, salads and alcohol. "This year's been a real boom," Stacey says.

And as many retailers know, serving an expanding customer base in 2018 means one thing: increasing your chilled offer.

"Two weeks ago we had a mini-refit and I moved our soft drinks chiller to find space for two more bays of chilled," Stacey says.

The demand for space has also been driven from the arrival of Co-op products

“ We’re an independent business but we’re 97% compliant with Nisa deals ” STACEY BROOKES



Inside my shop

- 1 The Dales Market Corner has been transformed in just a few years from a simple forecourt to a convenience hub of the community
- 2 Inside the store, an ever-evolving mix of fresh and chilled produce is available to consumers
- 3 Locals now make up a big part of the store's customer base, drawn in by its value prices and relevant range

INFORMATION

Location
Pateley Bridge, Harrogate, North Yorkshire HG3 5HG

Turnover
£30,000 (without fuel)

Size
2,000sq ft

Opening hours
7am-10pm

Staff
Seven full-time, plus seven part-time



STORE TOUR



4



5

Inside my shop

4 By bringing in a post office service, Stacey has increased the reasons for people to visit

5 Local produce helps the store stand out from the competition and is popular with tourists

6 Fresh produce is another key area that the store has developed over the year to broaden its evening meal offering

into the Nisa range and the opportunity for the team to include ready meals.

"It's a challenge because we don't want to have six versions of the same product," she says.

She's tried hot food to go – a no-brainer for most forecourts – before and finding sales were going to a nearby bakery. "We tried it for year, but it wasn't viable."

In almost every other sense, Stacey admits she's in a lucky area – 10 miles from the nearest supermarket and with only one smaller Spar store in the vicinity.

Still, as her adherence to Nisa deals highlights, this doesn't mean that she premium prices her store. "You want repeat customers. If customers know you're taking advantage, they get put off," she says.

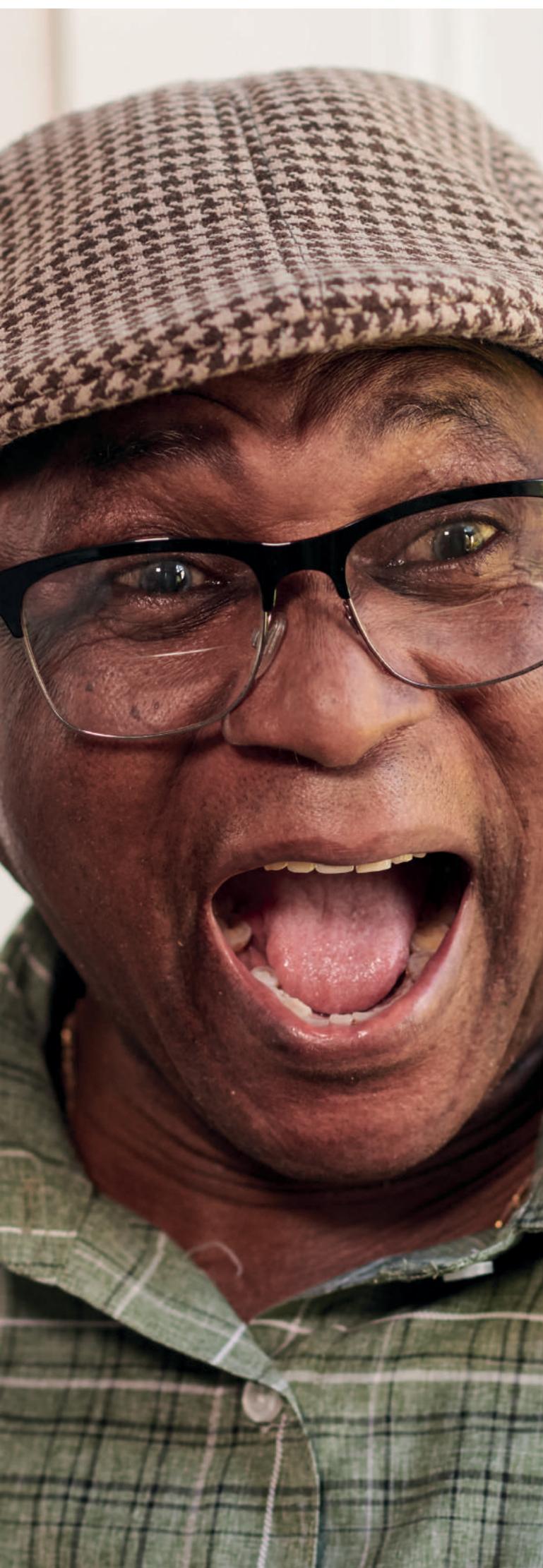
It goes to show how committed the business is to the basics of convenience retail: maintaining a loyal base of customers and pouncing on any other opportunities which might become available. And as the protein and gluten-free ranges show, even in the most remote areas, this can mean stocking the latest trends.

"It takes us a little time to catch up with what's happening in London, but we get there soon enough," she says. ●



6

b Want to see more of Stacey's store? Go to betterretailing.com/dales-market-pateley-bridge



**AMAZING
STARTS
HERE**

This month, we are launching a new look for The National Lottery which will bring together the family of National Lottery games and will carry the inspiring message **Amazing Starts Here.**

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**LOOK OUT FOR YOUR
'AMAZING STARTS HERE'
POS**

Arriving in your store from
24th September.

SYMBOL NEWS

C-stores are target for pay claims

Wholesalers that own convenience stores are targets for the same type of multimillion pound gender pay claims lodged against supermarkets.

This week, Leigh Day announced it would bring a case against Morrisons, meaning all of the big four are being targeted by the firm. The claims allege women in shopfloor roles should be paid the same as men in warehouses because the jobs are of equal value. This is contested by the supermarkets.

Applying the same metrics, convenience stores owned by wholesalers, such as Bargain Booze, could face combined claims totalling approximately £150m.

Ellie Pinnells, from rival law firm Roscoe Reid, warned chains: "The hunt is on to find more cases."

The claims would not apply to independently-owned stores.

Spotlight falls on PO

Legal action by shop owners against the Post Office will be under scrutiny following a crowdfunding campaign by an investigative reporter.

More than 500 store owners claim faults with the Post Office's Horizon computer system led to them being falsely accused of theft. Some lost their livelihoods as result.

Nick Wallis raised more than £6,000 in order to report on the case beginning on 5 November on a dedicated website.

The Post Office strongly denies any wrongdoing. ● *To read how one postmaster was affected by the accusations, go to better-Retailing.com/billion-pound-bill-postmasters-head-court*



First non-London Eat17 shop shuts

Spar-partnered convenience brand Eat 17 has closed the first shop it opened outside of London. Located in Whitsable, Kent, it began trading in July 2016, and featured local goods, a deli, a large free-from category and wine refills. The business's listing on Rightmove stated the sale was "due to our clients' other business commitments in London, which don't allow them to spend enough time at the store". Weekly core retail sales were in the region of £16,000-£17,000, the estate agent said.

Store plans proceed despite opposition 'Co-op should protect us, not destroy us'

Anger mounts in London over Belsize Lane Co-op

by Olivia Gagan

RNreporter@newtrade.co.uk

Co-op is pushing ahead with a new store despite opposition from a local shop and residents.

Mohammed Shafir, owner of The Late Late Store at 60 Belsize Lane, London, said the new store would be 150 feet away from his.

"I have boycotted Co-op's own-label products after they failed to respond to my concerns about the new store," said the Nisa retailer. "The pro-

posals would lead to the brands competing against each other."

Earlier this year, Co-op food CEO Jo Whitfield refused to promise RN that new stores would not be near existing Nisa stores, but she said Co-op was looking to expand into areas not currently served with Co-op lines.

"The last time my landlord spoke to Co-op management, they didn't want to back off from their plans," added Shafir. "Nisa is part of Co-op; they

should protect us, not destroy us. We're a family business that has been here for 20 years."

Documents on the Camden council website reveal plans for the former restaurant site at 29 Belsize Lane to be converted into a 1,625sq ft convenience store.

Shafir said the new store will also threaten the future of local independent coffee shops and a greengrocer.

"The independents on this street are collectively

paying over £100,000 a year in business rates. If we go out of business, the council loses that money."

A petition by the Belsize Village Association to stop licensing approvals for the proposed store has 1,978 signatories.

A Co-op spokesperson responded: "We believe that a new Co-op store on Belsize Lane would enhance shopping options for local people, providing a wide selection of fresh, healthy foods and meal ideas."

Retailers 'left in limbo' by Landmark closures

Lifestyle Express retailers have been forced to switch fascias after being left with no nearby source of Lifestyle Express products.

Blakemore was the only Landmark wholesaler in parts of the UK, so when it closed its depots, retailers were left without access to products.

In some other parts of England, Blakemore depots were sold to other Landmark members, but in Wales, Blakemore failed to find buyers for Newport, Swansea and Bangor.

Lifestyle Express retailer Colin Clabby of Topshop Rhymney, Caerphilly, told RN: "We were left in

limbo with the Blakemore closure. Availability was terrible long before they decided to close their depots and I was relieved when they did finally go."

Clabby said he plans to leave Landmark and give up the Lifestyle Express fascia. "I've started shopping over the road at Best-

way. Our new fascia will be Best-one very shortly."

Gail Bosier of Lifestyle Express, Marsh Stores in Pendine, told RN she has been "ordering from Best-way before deciding which new fascia to join".

Landmark did not respond to a request from RN for comment.

NEWS & MAGS

Average growth of 0.4% in all three categories Saturday's Daily Mail is the most popular title, selling 1.8m copies

August newspaper sales uplift continues for a third year

by **Marcello Perricone**

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August's yearly uplift continued for another year, with all three national newspaper categories showing month-on-month increases.

According to figures from the Audit Bureau of Circulations, the daily, Saturday and Sunday newspaper sectors had an average growth of 0.4% between July and August.

Saturday's Daily Star saw the biggest increase of any edition at 2.6%, but Saturday's Daily Record, The Sun and i all experienced a 1.4% uplift in circulation. Saturday's Daily Mail was the best-selling newspaper, with 1.8m copies moved.

A Mail Newspapers spokesperson attributed the success to the company's promotions and the one-year anniversary of the MyMail reward

scheme. Chief marketing officer Roland Agambar said this remains an integral part of its strategy.

Daily titles also performed well, with seven titles seeing month-on-month increases. The Daily Record led with a 2.4% uplift, followed closely by The Sun at 1.6%.

The performance of Sunday titles was the weakest of all categories, but still achieved an average positive growth of 0.1% month on month.

The Mail on Sunday and The Sun enjoyed the greatest uplift at 1.4%, with the Sunday Express following close behind with a 1% rise.

Express head of circulation Paul Goddard said: "We always get a seasonal spike due to the holiday habits of readership."

Meanwhile, year-on-year results continue to drop, averaging -8.4% across all categories.

RN submits evidence on newspaper supply issues

RN has submitted evidence to the Government's Cairncross Review into press sustainability to show that fixing newspaper supply issues is vital to the future of the newstrade.

RN's report outlined how the financial difficulties faced by wholesalers are affecting the retail market. The comments read: "Newspaper revenues at a retail level reduced by £215.7m in the past year due to supply issues. This is greater than the entire annual decline in the newspaper print advertising revenues during the same period."

"While there are many factors affecting sales, reducing these supply issues would slow the rate of decline, keep more reporters in employment and give publishers more time to find alternative revenue streams.

"Financial difficulties at wholesalers are behind a downward spiral in the newstrade. Declining circulations leads to declining wholesaler service, which leads to further circulation decline."

According to Enders analyst Doug McCabe, the Cairncross Review has so far received more than 700 submissions.

August Monday to Friday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	504,877	0.7%	-11.8%	£81.0	504,877
Daily Record	123,032	2.4%	-13.0%	£19.7	123,032
Daily Star	358,711	1.2%	-15.5%	£26.0	358,711
The Sun	1,235,447	1.6%	-8.1%	£137.8	1,353,662
Daily Express	318,360	0.4%	-10.6%	£42.4	318,360
Daily Mail	1,097,541	0.2%	-6.6%	£159.1	1,097,541
Daily Telegraph	333,365	-1.2%	-9.2%	£129.0	333,365
Financial Times	25,170	-7.2%	-12.1%	£13.6	55,498
Guardian	112,524	-2.2%	-7.7%	£49.5	112,524
i	185,888	0.2%	-11.2%	£24.5	239,448
Times	297,840	-1.1%	-5.1%	£102.5	391,309
TOTAL	4,592,755	0.5%	-9.1%	£785.2	4,888,327

August Saturday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Daily Mirror	641,673	-0.3%	-11.6%	£158.6	641,673
Daily Record	145,613	1.4%	-12.3%	£32.9	145,613
Daily Star	344,704	2.6%	-12.0%	£41.7	344,704
The Sun	1,658,452	1.4%	-6.4%	£248.4	1,776,669
Daily Express	404,494	0.2%	-10.2%	£77.3	404,494
Daily Mail	1,825,337	0.9%	-5.7%	£383.3	1,825,337
Daily Telegraph	489,946	0.0%	-7.6%	£242.5	489,946
Financial Times	62,921	-3.4%	-6.1%	£49.8	92,660
Guardian	247,038	-1.9%	-7.5%	£157.6	247,038
i	215,304	1.4%	5.5%	£37.0	267,123
Times	464,366	0.4%	-2.3%	£185.3	547,981
TOTAL	6,499,848	0.7%	-6.9%	£1,614.5	6,783,238

August Sunday newspaper sales

	Core sales ¹	Monthly change	Yearly change	Estimated retail margin (000s) ²	Total sales ³
Sunday Mail	131,414	1.4%	-15.8%	£50.9	131,414
Sunday Mirror	442,103	-0.7%	-14.3%	£148.5	442,103
People	173,786	0.2%	-14.7%	£58.4	173,786
Daily Star Sun.	218,423	0.4%	-14.2%	£43.4	218,423
The Sun	1,089,509	1.4%	-8.8%	£251.7	1,207,726
Sunday Express	293,265	1.0%	-10.8%	£92.4	293,265
Sunday Post	113,278	-0.5%	-15.2%	£42.5	113,816
Mail on Sunday	1,016,723	-0.3%	-7.4%	£384.3	1,016,723
Observer	165,840	-2.1%	-6.5%	£121.9	165,840
Sun. Telegraph	283,193	-0.7%	-7.4%	£128.9	283,193
Sunday Times	612,503	-0.6%	-4.1%	£347.3	698,051
TOTAL	4,540,037	0.1%	-9.3%	£1,670.21	4,744,340

¹ Core sales are newstrade sales and pre-paid subscriptions in the UK and Ireland; ² ERM is the total income to retailers for one day's sales, calculated using margin statistics printed in RN; ³ Total sales includes bulk sales

PRODUCT TRENDS

Coca-Cola in football team-up

Coca-Cola Great Britain has unveiled details of a new three-and-a-half-year partnership with the Premier League that kicks off in January 2019.

It is the first time the company has run this type of sponsorship involving a number of its brands, including Coca-Cola, Smartwater and Schweppes.

As part of the deal, Coca-Cola will hold football competitions and a Premier League trophy tour.

Leendert den Hollander, Coca-Cola European Partners general manager, said: "The sponsorship provides a platform for us to work with our customers, excite shoppers and raise awareness of our brands."

Coca-Cola and Premier League will also be working together in order to promote sustainability.

● Read more on p21

Unilever targets vegans

Unilever is launching Hellmann's Vegan Mayo to cater to the increasing number of consumers following specialist diets.

A third of Brits now choose to switch between carnivorous and vegetarian eating habits.

The product is available to independents in a premium, 270g glass jar, with an RRP of £2.15, which is recyclable and will feature a vibrant green label.

Jon Walbancke, Unilever sauces and condiments marketing director, said: "The mayonnaise category is in growth, and this is due to brands bringing new flavours and formats to market."



Indies must mix drinks to tap into craft beer boom

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

To compete with multiples, independents must regularly review their beer range and offer a mix of premium and standard lagers, and world and craft beers.

Martin Entwistle, managing director at London Fields Brewery, told RN that the craft beer scene is booming in the UK with approximately 10 new craft breweries opening a week.

Last week, the brand hosted the revival of its flagship brewery in London, aimed at attracting those interested in craft beer to try the brand.

To take advantage of this trend, Entwistle said retailers should offer a choice across many different styles of beer, such as Pilsner lagers, hoppy lagers and IPAs, from different prices, ranging from value to premium.

"It's all about balance," he added. "It is about having a good mix of

brands that customers will recognise, and then a few complementary less-known brands to encourage consumers to try something new."

However, one of the biggest mistakes retailers often make is stocking too many similar products.

"Craft beer can be intimidating, so it's important to understand what you have on your shelf and be able to talk your customers through it.

"It's about stocking a range of styles, rather than

lots with the same taste," he added.

Narendra Singh Jadeja, who runs Londis in Waltham Forest, London, said he has noticed more ale drinkers switching to craft varieties over the course of this summer.

"Goose Island and Brew-Dog are bestsellers and whenever they are on promotion, I like to stock up. I used to have four metres of shelf space dedicated to ales, but now I give three metres to ale and one to craft beers," he said.

PMPs are the key to soft drink success

Retailers must invest in pricemarked packs (PMP) of soft drinks as they are delivering 26% more value than plain packs and driving growth by 6%, Red Bull has said.

Rich Fisher, category development manager at Red Bull, said PMPs provide shoppers confidence in brands and help to in-

crease basket spend, with 68% of shoppers likely to compare prices carefully, and 44% of shoppers more likely to buy a product if a PMP is visible.

"Similarly, according to data by Him, 21% of shoppers said they wouldn't buy a soft drink from a store if it wasn't available in a PMP," he said.

Jen Draper, head of marketing at Global Brands, said it's also equally important to consider how to merchandise and display pricemarked stock.

"Positioning seasonal products on promotional bays and gondolas is a great way to drive sales, and it also keeps the

store looking fresh," she said.

Simon Gray, founder and managing director at Boost Drinks, added: "Where possible, special offers should be implemented to demonstrate value. Retailers can also consider cross-merchandising drinks with meal deals to increase spend."

BRAND SNAPSHOT



Lindt goes mint

Lindt has extended its countline range with a new Mint flavour, which has an RRP of 85p and taps into a £32m flavour segment in snacking.



Bites from the Middle East

Aryzta Food's Middle Eastern-inspired Spinach Pide products are available in two flavours: Gyros Chicken and Mozzarella, Basil & Tomato.



Join the Club

Pladis has added Club Orange Cake Crunchies to its McVitie's Cake range which is available in a five-pack with an RRP of £1.65.



Premium rosé for Budgens

Concha y Toro's launch of its premium California rosé product Adorada is now available to all Budgens retailers, with an RRP of £12.



Convenient Combos

Kerry Foods' Combos for its Fridge Raiders brand in BBQ and Chilli flavours is now available in a convenient, two-compartment format.



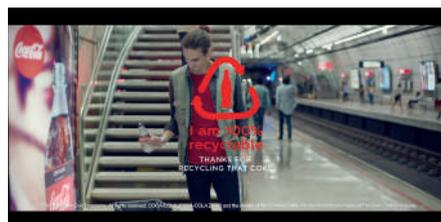
J2HO HO HO

Britvic is relaunching its limited-edition J2O Glitter Berry variety, with edible gold glitter, in time for Christmas.



Boost gets a Cosmic Glow

Boost Drinks' new limited-edition sugar-free variant Cosmic Glow is available in 250ml cans, price-marked at 49p.



Coca-Cola's eco campaign

Coca-Cola European Partners' new marketing campaign encourages and rewards people for recycling empty bottles, in the run-up to Recycle Week.



KP's new pretzel packs

KP Snacks has launched Penn State pretzel snacks in a multipack format, which will be available in store from 15 October.

ATM CRIME



1 in 100
The number of convenience stores with ATMs that were victims of ATM crime last year



ATM crime wreaks enormous mental and financial damage on shops and their owners

Stores under siege

From card scams to ram raids, the scourge of ATM crime shows no sign of falling. RN's Alex Yau uncovers the extent of the problem on a national scale

ATMs provide retailers with a means of increasing footfall, but a growing number of criminals are targeting these machines for their own unlawful purposes.

In an exclusive RN investigation, 36 Freedom of Information responses from English constabularies revealed half of all 271 reported ATM crimes last year took place at a convenience store. The sector represented just 41% of the 315 instances the year before. The new stats mean one in every hundred convenience stores with an ATM is being hit every year, based on total ATM estimates by the ACS.

RN, alongside the NFRN and victims of ATM crime, is campaigning for more to be done to prevent the problem. NFRN head of political engagement Adrian Roper says: "RN is right to shine a spotlight on ATM crime as the increase – particularly in so-called 'ram raiding' – is of concern to members."

ATM crimes can have devastating effects mentally and financially, as Natalie Lightfoot discovered when her Londis in Glasgow was hit twice in 2016.

Criminals broke in during the night, but were unable to break into her cash

machine and stole thousands of pounds of stock instead.

"They took £35,000-worth of tobacco and we've only just recovered," she says. "We borrowed money from family and friends because we had no insurance pay out. It broke me emotionally because we had to make sure all our nine staff members were paid. My husband and I had to go without."

David Andrews' livelihood was similarly put at risk when robbers blew up the wall of his Post Office in

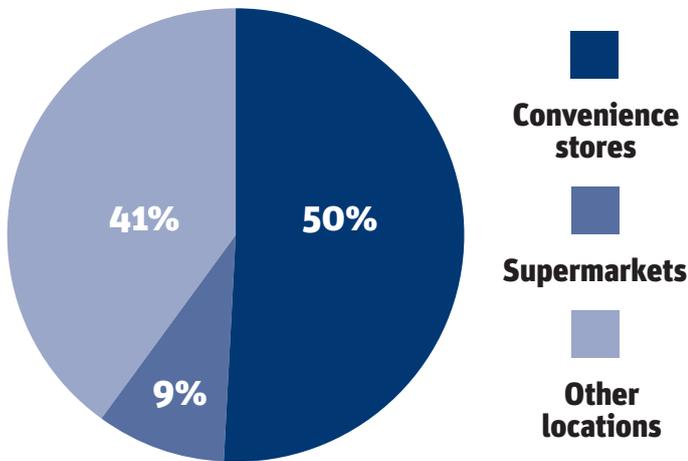
Bristol to get to the cash machine two years ago. "We closed for four months and lost many customers to the Co-op down the road," he says. "I'd say 40% of our trade was gone and we've only just managed to rebuild it."

"There were a lot of sleepless nights because I was worrying if I could pay staff, rent, utility bills and our suppliers. More needs to be done on a national level if there continues to be an increase."

National policing organisations have pledged to take action against the rising tide for ATM crime, but store owners including Surrey retailer Ralph Patel still feel more can be done. The retailer became a victim in May when criminals ripped the cash machine from his shop during the

40%
of David Andrews' trade was lost after his store was hit

ATM crime occurrences - 2017



£25,000-£35,000

The decrease in ATM crimes reported at supermarkets last year



4% The share of retailer claims made to the Retail Mutual that involve ATM crime

-70%

The decrease in ATM crimes reported at supermarkets last year

+3%

The increase in ATM crimes reported at convenience stores last year

night, and he feels the police response was unsatisfactory.

"The police came half an hour later after the robbers left," he says. "They took statements when they arrived, but they then told me they couldn't pursue it any further because of lack of evidence. It was inadequate policing."

Susan Connolly's Spar in Wiltshire was hit three months later, but she tells RN the communication could have been better. "There needs to be more collaboration between constabularies," she says. "We had the same criminals committing crimes across two counties, but there was a lot of miscommunication between the two forces dealing with them."

Despite accounting for 41% of all ATM sites, convenience stores account for 50% of all ATM crimes. According to insurance provider Retail Mutual, a lack of security is the main reason convenience stores become attractive targets for criminals.

CRIME PREVENTION ADVICE

The ACS is one organisation working closely with the government to help retailers prevent criminals from exploiting these gaps. Head of communications and research Chris Noice says: "We're talking to the government to incentivise materials to add security measures such as bollards or CCTV. ATM crime is rising and it's very destructive to a small store."

Elsewhere, Co-op partnered with security firm Smartwater two years ago to install a security system at 300 stores that sprays ATM criminals with invisible ink. The police can then forensically trace the ink back to the criminal. Co-op claims the system, which is being rolled out nationally, has reduced offences by 90%.

Security is an area where Lightfoot urges retailers not to compromise. "I spent nearly £1,000 on a security system that some banks don't even have following the attacks," she says.

"Criminals know the security at small businesses isn't as advanced as security at a supermarket. I did this because it was either do or die, and I know I can bounce back if it happens again. Upgrade your security and insurance. Don't do what I did and be ignorant."

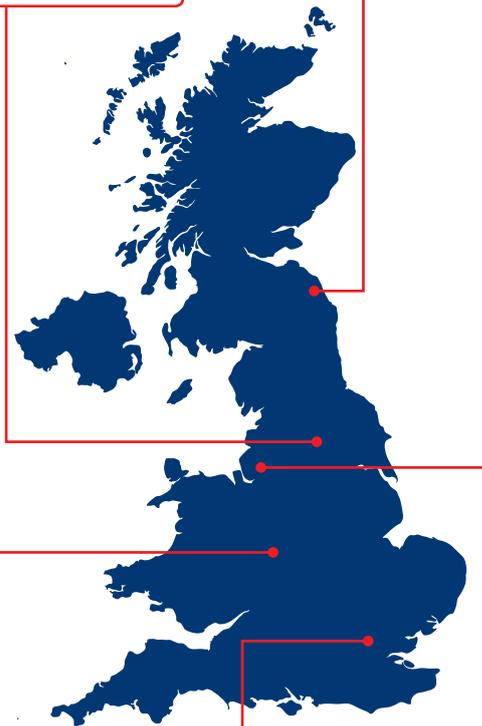
RN has spoken to another retailer who warned that they had to pay for all the costs associated with a ram raid due to not being covered by suitable ATM insurance.

For those unable to afford a security upgrade, Connolly recommends working with the community on the road to recovery. "The community helped us recover when we were hit because we created a relationship with them throughout the years."

"The most important thing is to report all crimes, no matter how big or small. Police can be more vigilant if they have the statistics, otherwise ATM crimes will continue to happen." ●

Cash machine crimes declined from 74 to 71 in 2017 throughout West Yorkshire

Northumbria saw an annual decline of 67% in 2017. Total crimes in the period fell from 142 to 47



Total ATM crimes across the West Midlands rose by 59%

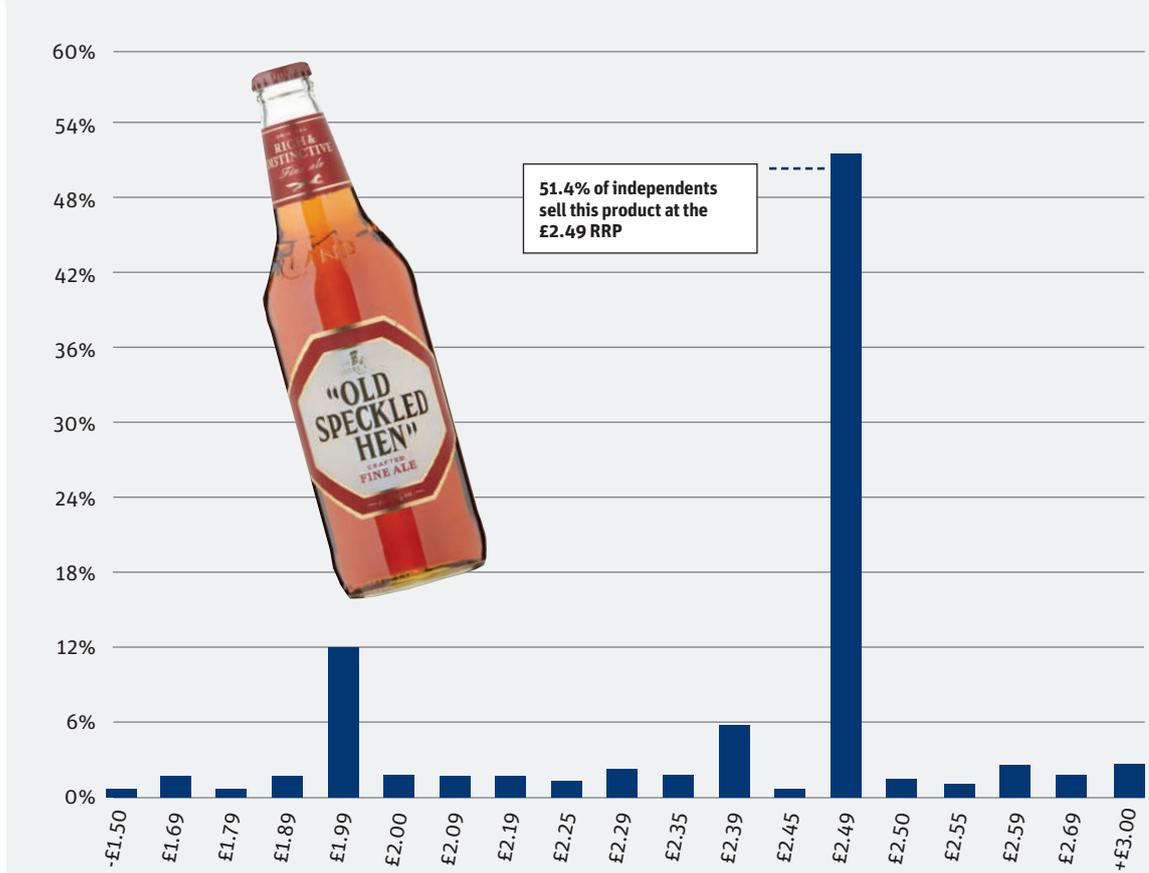
Ram raids in 2017 rose annually by 150% across Merseyside

ATM crimes up 300% in Hertfordshire (2016-2017)

PRICEWATCH

Profit checker Ale

OLD SPECKLED HEN 500ML Price distribution %



Price checker

PRODUCT

Newcastle Brown Ale NRB
550ml

Guinness Draught
440ml 10-pack

Sharp's Doom Bar Exceptional Amber Ale
500ml

Guinness Original
500ml 4-pack

John Smith's Extra Smooth
440ml 10-pack

McEwan's Export
500ml

Guinness Foreign Extra Stout
330ml

Old Speckled Hen
500ml

Guinness Draught
440ml

Hobgoblin Strong Dark Ale
500ml

Abbott Ale
500ml

Fuller's London Pride
500ml

Analysis

Independent retailers are not making as much profit out of ales as they could be, according to our data. Ten of the 12 bestsellers are being sold at a lower price on average than RRP. Ales are a more premium option to

mainstream beer brands and target older consumers with more money in their pockets.

Buoyed by the surge in craft beer over the past five years, these products should be priced at a premium,

with displays highlighting why they are worth paying for.

Nearly 40% of retailers are stocking Old Speckled Hen below RRP, which means they could be missing out on extra profits with every sale.

How we drive our profit

Bimal Patel

STORE Londis Ferme Park Road
LOCATION Haringey, London
SIZE 2,600sq ft
TYPE neighbourhood

TOP TIP

Invest in multipacks of ales and put them on promotion. It also helps to offer customers new varieties



We like to put ales on offer, and they work best in a multipack deal. For example, multipack offers such as 'two for £5', or 'three for £6' sell really well. This increases our sales, but it does mean we have a lower margin. We typically aim for a 30% margin overall. I find that ale in particular sells the most during the summer, so we give it increased chiller space, whereas in the winter, we put other things at the front. Weather is a big driver for sales for us, so it's important to keep ales at eye-level during the hotter months.

Narendra Singh Jadeja

STORE Londis
LOCATION Waltham Forest, London
SIZE 1,000sq ft
TYPE neighbourhood

TOP TIP

Find out what your customers want and stick to the bestsellers in the category



Promotions on ales always sell well, especially on brands such as London Pride, Spitfire and Golden Champion. Having a wide range is also important and I stock around 20 to 30 brands at one time to give shoppers variety where possible. Whenever ales are on promotion through my symbol group, I like to stock up because it's likely that the multiples are also doing offers at the same time, and it's about finding ways to compete with them. I aim for a 30% margin on sales and price them below the RRP, but above the promotional price.

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Data supplied by



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

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 MAIN ROAD C-STORE ON OUTSKIRTS OF BIRMINGHAM	RETAILER 2 HIGH STREET OFF-LICENCE IN CHESHIRE VILLAGE	RETAILER 3 LARGE MAIN ROAD STORE IN NORTH MANCHESTER	RETAILER 4 PRECINCT C-STORE IN GLOUCESTERSHIRE VILLAGE	RETAILER 5 HIGH STREET SHOP IN NORTH-AMPTONSHIRE TOWN	RETAILER 6 HIGH STREET SHOP IN NORTHAMPTONSHIRE TOWN
£2.28	£2.49	£1.99	£2.39	£2.49	£2.49	£1.99	£1.99
£13.40	£14.99	-	£14.99	£14.99	£14.99	-	-
£2.42	£2.49	£1.99	£2.49	£2.49	£2.49	£1.99	£1.99
£5.45	£4.99	£5	£6.29	-	£6.29	£5.99	£5.99
£11.32	£11.99	-	£11.99	£11.99	-	£10	£10
£1.51	£1.59	£1.19	£1.59	-	-	£1.45	£1.45
£1.62	£1.95	£1.59	-	-	£1.95	-	-
£2.37	£2.49	£1.99	£2.49	£2.49	£2.49	£1.99	£1.99
£1.50	-	£1.29	-	£1.59	-	-	-
£2.18	£2.19	£1.99	£2.19	£2.19	£2.19	£1.99	£1.99
£2.38	£2.49	-	-	£2.49	£2.49	£1.99	£1.99
£2.40	£2.39	-	-	-	£2.39	-	-

* from a sample of 3,500 stores

MY LOCAL HERO

Retailers reveal the most profitable produce on their doorsteps

Samantha Ackland-Jones

Storrington Village Deli



Perfectly Preserved (£3.50)



Where did you discover them?

I met the lady who sells the jam at a farmer's market where we had a conversation about how she hand-makes all the jams, curds and caramels herself, and I was immediately interested in selling them in our store. She makes them in Worthing, which is close to where we are. She makes the jams for us on request and we typically order them every week or fortnight, and everything she makes is seasonal. The flavours available at the moment include Sussex Plum and Sussex Blackcurrant.

Who buys them?

They're popular with everyone from the young to the elderly. As it's a seasonal line, people often like to pop into store and see what's available. At the moment, we have six jams on the shelves, alongside four curds and caramels.

Why are they so successful?

They taste fantastic and the packaging has a premium look and feel that really stands out. Also, shoppers are always supportive of buying locally and supporting local suppliers. We carry a huge range of local produce - 125 lines in total.

Ash Patel

STORE Gerhold Fine Food & News
LOCATION Putney, London
SIZE 1,000sq ft
TYPE high street

TOP TIP

Invest in local brands that shoppers might not find in other independent stores near you



I don't stick to the RRP recommended by my symbol group or the supplier, but prefer to set my own. I mark up around 40% to 45% because this is what makes the most profit. Whereas if I adhere to what Londis recommend, I might not make as much profit on it - maybe only around 10%. But, ultimately, it all depends on what price I am able to buy the ales at. We have a vast range of ales in store and I think to be able to compete with the multiples on range, you need to find out what your customers really want, and stock accordingly.

Julian Hull

STORE Nisa Local
LOCATION Southminster, Essex
SIZE 2500sq ft
TYPE village

TOP TIP

Place ale at eye-level so shoppers can easily see it; we keep it by the checkout so shoppers always know we sell it



Sticking to the RRP works best for us and we always stock the single bottles on promotion at three for £5 - rate of sale is important to us. The Sharp's Brewery range does really well during the summer and normally men aged 50 and over buy it the most. However, I have noticed that over the past year, so many new entrants to the market have made the ale category saturated, so I have taken measures to streamline our range, going from offering 25 lines to around 18. This way, shoppers can find what they are looking for easily.

REGIONAL NEWS

NFRN
North West

Members flocked to the North West district's first-ever trade night

Curry hits the spot in Bolton

The North West district welcomed more than 200 members to its curry night and trade show this week in Bolton.

District president Muntazir Dipoti praised his committee for the success of the event. "It went really well," he said. "We had trade stands offering deals throughout the day, and PayPoint and Camelot had stations where they were answering questions."

He added: "PayPoint highlighted how important it is for them to be at events like this to communicate with retailers."

"As a retailer, you feel so much better when you can finally get an explanation for the problems you have been experiencing."

The district said it is hopeful a similar event will take place next year.

Northern **Publisher trialling supermarket-first scheme** 'It will put retailer sales a month behind'

Smiths backs retailers in Egmont delivery dispute

 by **Marcello Perricone**

marcello.perricone@newtrade.co.uk

Wholesaler Smiths News has opposed Egmont Publishing's latest trial to deliver new editions of magazines exclusively to supermarkets.

Speaking at a Northern district council meeting this week, national president Mike Mitchelson said Smiths did not back the publisher's decision, but had no choice in the matter.

"Smiths News is not happy about treating in-

dependent retailers as second-rate stores, but they are already in a contract with the publishers," he said. "They have no choice but to play ball with this hare-brained scheme that will put retailer sales a month behind the supermarkets."

The trial is taking place in Menzies' Wakefield and Smiths News' Newcastle depots, and will see October issues of Lego Star Wars and Toxic magazines delivered only to supermarkets, with any unsold copies made

available to independents in November.

Meanwhile, councillors said they remained opposed to the move, pointing out that magazines that come to them second-hand could arrive damaged or missing cover gifts.

Mosci's Convenience Store in County Durham falls within the trial area and sells approximately £2,200-worth of affected titles per year.

Owner Jason Birks said: "We are affected because we sell those magazines,

but what really worries me is that this will set a dangerous precedent if it goes national. What's to stop other publishers from doing the same thing and cutting magazines from independents?"

Colin Reed's Reed Newsagents in Carlisle is also part of the trial area. He said: "Hopefully, it will fail and the idea won't take - it will be very bad for newsagents if it does."

Smith's News was unable to provide a comment by the time RN went to press.

Scotland

Renewal fee to go ahead

The Scottish government has confirmed retailers will be faced with a £50 alcohol renewal fee, despite multiple objections from the NFRN and Scottish Grocers Federation.

Mo Razzaq, national councillor and owner of a Family Shopper in Glasgow, said: "The councils were left in the dark until last week about what the fee was going to be - the whole thing has been shambolic."

The news comes after RN reported each licensing body charges different rates, meaning retailers could end up being faced with a much higher charge.

Northern **Anger at police CCTV demands**

Northern members have hit back at Northumbria Police after its most senior officer said the police would only respond to retail crime reports if there is CCTV footage.

As reported by the Sunday Sun, chief constable Winton Keenen told a

Newcastle City Council meeting: "If there is no CCTV and no vulnerability, usually we won't send an officer."

District president Graeme Pentland said: "It's virtually an invitation to commit a crime on a small retailer," he said.

"The police are getting retailers to do more because they are understaffed - this isn't a good situation."

Pentland also said the police had ignored invitations to attend meetings. "We haven't even received a response."


NFRN Southern Awards 2018
Date 28 Sep, 7pm-12am

Location Crowne Plaza Hotel, Reading

YOUR VIEWS



■ Why does that store prosper while I am punished?

The past two years have been the toughest in two decades of retailing. Our rates have gone up, our footfall has plummeted due to other store closures in the area, and a shop nearby has taken away our staple tobacco trade by selling dodgy cigarettes and roll your own.

I'd reported the store to the council, trading standards, HMRC and tobacco reps but there was no action. I spoke to a former staff member at the store and it was clear they knew the rules and how to avoid them inside out.

In the face of losing my business, I did something

I regret: I started selling individual cigarettes to recoup my tobacco sales. I never ever sold to those under 18 and it was always legitimate stock.

So, after years of my calling for action against illicit sellers, when the council did take action, it was against me.

I know what I did was wrong, but it is a complete injustice that while I was held accountable for a decision made in desperation, the store that based its entire model around the illicit trade, the store that pushed me to do what I did, continues to prosper.

It seems good people who make bad decisions pay the price, while bad people who make good decisions reap the rewards.

Anonymous

■ Payzone forced us to change our contract

Payzone wanted to change our conditions about three to four months ago, and so offered me some contract changes.

They gave me three options: stay with them but get a new pay-station; do nothing and give the machine back; or keep it until it is obsolete.

Before I had a chance to respond, someone from Payzone called, chasing for an answer. He said I had no choice but to take the new pay-station or give mine back. I asked whether it was obsolete but he didn't reply.

The person I spoke to was aggressive and used bully tactics. He wouldn't even give me the chance to check my own contract.

This is terrible and I still don't know what my options are. Why are they treating me like this?

Arif Ahmed

Ahmed Newsagents, Coventry

RN approached Payzone for comment, but it failed to respond by the time RN went to press

VIEW FROM THE COUNTER with Mike Brown



I was recently contacted by my local buying group about a product called Fanta Shokata, which is an Elderflower & Lemon-flavoured drink. Rather sceptical, but wanting something new to entice the children into the shop at the start of the new term, I ordered five cases. A week later and I am already re-ordering. It seems to attract all ages and ironically it is a taste familiar to the farming community from homemade elderflower cordials.

Neville Rhodes in his column (RN, 31 August) hoped for an all-round improvement in service when private equity firm Endless took over Menzies. Hopefully, now Menzies is operating as an independent company, profits can be reinvested exclusively for their customers - us - and they can strive for a greater moral responsibility over the coming weeks.

Parfett's recently took over our local Blakemore cash and carry and Kevin Mellor, its retail development advisor, called into the shop the other day and we had a good chat. I visit weekly and the offer improves every time, although there are still some availability issues. I suggested providing more space and hence a better range of pick-and-mix, which they did. It's refreshing to have an ongoing dialogue that ultimately benefits both parties.

The Stokesley Centenary Poppy Project is well under way. So far, 6,000 poppies have been knitted and at the moment they are being attached to a mesh-backing to create a river of poppies around the war memorial. It looks amazing and will be a fitting tribute to the centenary of the end of World War I.

YOUR SAY How important is it to have a free-to-use ATM in your store and how well does your supplier treat you?



Garry Haigh

Keystore Peterhead Motors, Aberdeenshire

When it came time to renew our ATM contract, we found a better quote elsewhere than our provider matched it. Then they failed to specify if the contract was read-only when they sent it over. We changed the commission rates to 2p higher for each banding and sent it off, expecting them to query it, but they signed the contract and paid the higher rates.

ATM operators make significant amounts from convenience stores and it is important we get a fair share.

Nayan Amin

Best-one Dunstable, Bedfordshire

It's a big element of your store. People treat it as a destination because of the free cash access. If we had to move to a pay-to-use ATM, there would definitely be an impact, but I expect people would eventually treat it as the new normal, especially as

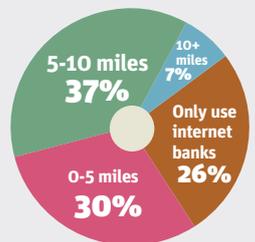
it is a mile to the nearest other free-to-use ATM.

Cathryn Williams

The Hub at Abercrave, Brecknockshire, Wales

We've never had a cash machine in the village but we have a Post Office. It makes a big difference to the village as it gives access to cash. We run a bed and breakfast as well, and it is good if guests can pay in cash, because the merchant fee for online hotel payments and other intermediaries can be quite high.

RN READER POLL



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

NEXT WEEK'S QUESTION

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

Vote now at
betterRetailing.com

INDUSTRY PROFILE

CCEP

How can retailers help clear the streets of litter? Nick Brown, head of sustainability at Coca-Cola European Partners (CCEP), explains

RN What progress have you made on sustainability over the past year?

NB Last year, we reviewed our progress and this is where our new sustainable packaging plan came from. We have an ambition to make sure all our packaging is collected so there is less litter on the streets.

Three areas link together our actions. This includes ensuring our packaging is sustainable. Every one of our bottles is 100% recyclable and contains 25% recycled plastic with an aim to double this by 2020.

We use the power of our brands and customer relationships to encourage more people to recycle – ahead of National Recycle Week (24-30 September). We have launched a new digital campaign called ‘#Coke Dunks’ and a TV advert entitled ‘Across the Tracks’ to encourage consumers to recycle and champion better collection systems.

RN How is the sector progressing towards better sustainability?

NB It's great to see lots of other companies in the industry stepping up, but there's a lot more to be done. There are things individual companies can do, but we can tackle shared challenges if we all work together on this.

RN How does your work contribute to the wider retail industry?

NB The beverage industry has done a lot to lead on sustainable packaging, and we can learn from that. However, a challenge we need to tackle is preventing recycled products from being littered on the go.

This is an area where suppliers and retailers can collaborate to improve collection. We can help consumers understand what to do with their packaging. This is why we are supporting the development of a well-designed deposit return scheme (DRS).

RN How vital a role can independents play in your work to achieve a more sustainable future?

NB Independent retailers are uniquely positioned as places where lots

of shoppers go to buy products they want to consume on the go.

They also have a unique footprint in local communities, so they can help with local solutions for challenges – this includes getting behind litter picks such as the Great British Spring Clean run by Keep Britain Tidy.

RN Retailers want clarification on shop size, hygiene and security for DRS. What can you tell them?

NB DRS is a major change for retailers and local authorities, so we have spent time over the past 18 months looking at the schemes we are involved with globally to work out what makes them successful.

What's clear is that schemes only work if it's easy for consumers to have the opportunity to return their packaging to convenient return points.

A single not-for-profit organisation should be set up ensuring retailers get paid for providing collection services.

There is a live consultation in Scotland and a plan for one to be launched in England.

This is an important time for all parties involved to put forward what they think are the right criteria for the scheme, because what gets built over the next couple of years is likely to be in place for a long time.

We must take this opportunity to design something that works for everyone.



We can tackle shared challenges if we all work together

RN A major concern with DRS is with collection queries. Do you have an update on when and how this process would take place?

NB There is a range of different collection types used around the world. Larger stores might go for automated equipment, and much smaller stores might use a manual solution; there is a real balance in making sure the collection point design matches the outlet.

RN Can you tell us what profit margin retailers would receive from DRS in the UK?

NB It's important that retailers are paid a fair handling fee for running collection points, which includes a contribution to any reverse-vending machine. The details of the fee would be part of the design scheme.

RN What do the next steps of the scheme look like?

NB It very much depends on the political process once the consultations are closed. There will be a period of time where the government looks at how it wants to structure DRS, and then detailed design work will be done with the industry.

** Company CV **

Company Coca-Cola European Partners (CCEP)

Head of sustainability Nick Brown

Profile CCEP, the world's largest independent Coca-Cola bottler, is committed to ensuring its packaging is as sustainable as possible.

Latest news CCEP has launched a new integrated marketing campaign that encourages and rewards people for recycling their empty drinks bottles, in the run-up to Recycle Week.

ACS

James Lowman

Reasons to be cheerful

Last week, the Association of Convenience Stores launched its Local Shop Report 2018. Its chief executive, James Lowman, sat down with RN to talk through the findings

The best news from this year's report is the broader context: retailers are becoming more relevant to customers' lives and that makes me fundamentally optimistic.

There are lots of little things in there. One thing was opening hours – last year I was worried that we would see a trend of retailers saying “costs are going up, we're going to have to cut staff hours to make savings”. I would totally respect their decisions, but that would be a negative response to these cost increases.

Instead, retailers are looking to diversify their offer and revenue, with many services becoming more prevalent. Nearly a third of stores now include a post office – and the banking services they allow for. Meanwhile, almost half now offer a free-to-use cash point.

In a digital world, stores are the only physical hub in a lot of places. So, it's all about adding more services and that's how businesses are growing profits. It's a positive message and the stats back it up.

Importantly, I would say we're in a better position than when we launched the report in 2012. Then there was a real trend towards the out-of-town stores – you'd have said that it was a one-way bet that this was how the market would go.

Now, trends towards smaller households and more local shopping have really begun to play out. People aren't going to out-of-town supermarkets as much anymore – they're

looking to eat and drink in a more bitty, broken-up sort of way.

This is where the idea of hyper-local retailing comes in. There's a load of information, data analysis, thinking and expertise that retailers will be trying to access. But increasingly in a hyper-local market you are an expert in the area you serve. All the difficulties that multiples have around social media policies and so on – you can make those decisions yourself. Because of this, I think independent retail is the best place to be in the market.

That's not to say there aren't challenges and regulation, and overheads are likely to continue to grow.

One area is flexible working. It's understandable why politicians are looking at this. You've got people working in the gig economy in structures that aren't really catered for by legislation, people being told to be available for a long period of time and working a relatively short number of hours – these are real issues.

Our job is to present a very positive side to flexibility. Yes, there will be stores where staff want to work more hours, but can't get them yet, generally, the flexibility is around them. They've got other commitments and it's local. They haven't got a great cost getting to and from the business, they're not asked to go to multiple locations. It's flexibility which, in general, works for both sides. I think we've got a good argument to run that we should be treated differently from the gig economy.



We're in a better position than when we launched the report in 2012

We also have the very real fact that crime has gone up – and that's just not a perception – while we face greater environmental regulation, too.

Luckily this year, we're able to show government just how important the convenience sector is to the economy. Looking at the mail data from retailers on tax returns shows a very big number. The convenience sector contributed more than £8.8bn gross value to the exchequer last year, as well as over £3.6bn in direct and indirect taxes including business rates, corporation tax and excise duties. They need to listen to us.

I know there have been some big changes to our market driven by changes to the supply chain, but for Tesco to shell out £3.7bn for the right to serve independent retailers and foodservice operators through Booker means they clearly think independent retail has a future.

And our report agrees. It shows that we are more relevant to consumers than ever and there are far more positive signs than negative signs for the future of convenience. ●

James Lowman was speaking to Tom Gochelen-Kozlowski



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mentos

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Building on the success of Mentos Say Hello in 2017 where we saw Mentos Singles grow 11%*



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media spend
for 2018



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* Source: IRI 4w/e 23rd June 2018 **Source: Euromonitor 2016





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XMAS SNACKING



Snacking at Christmas

Now kids are back to school and the holidays seem a distant memory it's time to focus on Christmas snacking. **Toby Hill** and **Tom Gockelen-Kozlowski** asked retailers for their top advice this year

Cross-merchandise

Shahid Razzaq

Family Shopper,
Blantyre, Glasgow



We always make sure we have multipacks and grab bags, and we display them side by side with dips: Primula in the chiller, Dorito salsa on the grocery shelves and, increasingly, Booker's Discover the Choice dips are selling well, too.

Use offers and promote them heavily

Sunita Kanji

Family Shopper,
Little Hulton,
Greater Manchester



It is difficult to take on the discounters as people often go there to get a big shop, so you have to grab people's attention and get those impulse purchases. We push key Christmas snacking products in our poster displays outside and in PoS around the store.

Tie together products with giveaways

Ranjit Singh

Parans Minimarket,
Rothwell, Leeds



We sell turkeys from a local butcher, which we ask people to pre-order, and then we do promotions tying other products into that, such as crisps, snacks and dinner items like apple brandy sauce.

Don't forget the counter space

Ray Monelle

Orchard News,
Weston-super-Mare,
Somerset



We have a Tesco Express and a bigger Tesco within 500 yards of our store, so we keep our range quite limited. We display mince pies on the countertop to grab impulse purchases as customers pass through the store.



Focus on the first three weeks of December and go big with it

Consolidate range in line with store size and type

Hitesh Pandya

Toni's News,
Ramsgate, Kent



You've got to have some seasonal lines, but as a CTN we have limited space. So, we'll choose a small range and focus on getting the right balance between availability and not having huge amounts of waste when 31 December arrives.

Get your offer ready for 1 December

Mital Morar

Ancoats General Stores,
Manchester



Focus on the first three weeks of December and go big with it - that's when people are having their office parties and are enjoying Christmas. By the time you get to 22 or 23 December, people have had enough of it. That's when they want essentials such as milk and bread.

Stock specialist products

Steve Haines

The Broads, Coltishall,
Norwich



With snacking products I tend to be more conservative. If you over-order boxes of chocolate, you can use it for Valentine's Day or Mother's Day, but after Christmas people have had enough of snacks and have cupboards full of it and are thinking about going on a diet. >>



The Chupa Chups range will include a number of novelty lines



XMAS SNACKING

Target high turnover rather than high margins

Anish Parekh

Londis Broadoak Post Office, Ashton-under-Lyne



I shop around various wholesalers to find the best offers on products I think would resonate with my customers. Then I sell them on offer: I aim for high turnover rather than high margins, targeting people buying impulse and pushing up basket spend.

Stock specialist products to become a destination

Paul Gardner

Budgens of Islington, North London



We're offering Mr TG Pullin's artisanal mince pies this year in both our stores after they sold very well last year. I think what makes them work is their simple packaging and the fact you can really see what you are getting.

Mix fresh-baked with successful packaged items

Vicky Singh

Londis, Mitcham, Surrey



We've ordered £1,000 of packed mince pies, but will probably also sell freshly-baked ones as well. One of our other bestsellers is Christmas-themed gingerbread men. Kids find it exciting and they're traditional, too.



Kellogg's

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£10,000

PLUS Stock prizes to be
WON EVERY WEEK!

INDUSTRY BRIEFING: Christmas snacks



Lauren George

Trade and brand manager, Mars Wrigley Confectionery



The final two weeks leading up to Christmas is worth £164m and represents 21.8% of total season sales, so retailers should ensure they are fully stocked right up to Christmas Day.

Consumers are willing to spend and indulge more at key calendar events such as Christmas, leading to a trend in more premium purchases. You can drive last-chance purchases in queue and at the till – these locations drive purchases by up to 60%.

Use all the PoS available to you to create in-store theatre that makes iconic products such as Maltesers Reindeer unmissable in-store. Capitalise on the impulsivity and expandability of the confectionery category by placing confectionery at multiple points around the store. Significant sales uplift can be achieved with positioning closer to the entrance.

Chris Bates

Impulse sales director, Kellogg's



Last year, Pringles was the most-bought branded FMCG food product in supermarkets during Christmas week.

Retailers benefit from big brands offering a £1 price point all year round. Building on the success of the Pringles 40g snack can, Pringles recently introduced a 70g snack can with £1 price-mark.

From October this year, Pringles will launch a 'free present with every can' promotion where customers can redeem a free gift – including gadgets and holidays – with every 200g can they purchase. It is our goal to make sure it meets evolving consumer needs – that way retailers can feel confident they are set up for successful impulse sales as consumer tastes change. ●



To enter buy 4 x cases of Pringles Snack Cans or Kellogg's Snack Bars

Text SNACKS to 88222

followed by a space, your name and a photo of your invoice.

T&C's apply.

UK only, excluding NI. 18+. Open to all independent and symbol group convenience retailers. Employer's permission required to enter. Open from 01.07.18 to 30.11.18. To enter, purchase any 4 x cases of Pringles Snack Cans (40 g or 70g) or Kellogg's Better For You Snacks (see full terms and conditions for full list of promotional items). Take a photo of your invoice/receipt and text it with the word SNACKS followed by your name to 88222. 1 entry per invoice/receipt. Entry by text only. Text charged at standard MMS rate. 1 x £10,000 cheque available to be won. First 1,000 entrants will receive 1 x case of Pringles 70g and 1 x case of Special K Protein. Winners will also be drawn weekly. Each weekly winner will receive 10 x cases of a selection of Pringles Snack Cans and Kellogg's Better For You Snacks. Subject to availability. Full terms and condition can be found at <https://www.kelloggsadvantage.com/snacksofcash>

HALLOWEEN



Frightfully good profits

Halloween is the third-biggest event for convenience retailers. Here, **Toby Hill** reveals 10 shockingly good ways to take advantage of the occasion

Make up displays of loose sweets

Ian Handley

Handley's News and Convenience Store, Northwich



In the run-up to Halloween, we buy loose Halloween-themed sweets and make them up into £1 and £2 bags. There's a little extra labour involved compared to buying Haribo, but we get 40% or 45% margins, and the staff do it when they have a quiet moment. We source some through our wholesaler, Parfett's, and we also buy some specialist lines from Hancocks, who have an outlet in Manchester. I'm on their email list so can see new products and offers before going in.

Add seasonal goodies

Robert Madden

Costcutter R & D Madden, Chorlton-cum-Hardy



Our bestsellers are less the costumes and accessories and more autumnal treats such as treacle toffee and toffee apples, as well as pumpkins. We get pumpkins through Costcutter and arrange them at the front of the store. Then we sell the treacle toffee and toffee apples nearer the day itself through to bonfire night, so we get them from the cash and carry in Manchester. We buy them loose, then bag them up and sell them from the counter for impulse sales.



It gets us involved in the local community



Put on a party

Julie Atkinson

Hollins Green Community Store, Warrington



On Halloween night, we do a little party for the children before they go out trick-or-treating. It provides a base for them, where they can start their Halloween night and come back to at the end. The staff dress up and get involved, and we do a barbecue for the parents, who can sit and eat at the tables while the kids go round the village. It gets us involved in the local community, and we've got great feedback about it.



Decorate the store

Julie Atkinson

Hollins Green Community Store, Warrington



About a week before Halloween, I'll go to the shops to buy props to decorate the store. I use fairy lights, which we hang from the front of the store and work well as the nights start to get darker. I also buy Halloween-themed figures, creatures and cobwebs, which we dangle from the ceiling and perch on the shelves. It's nothing too scary – not blood and guts everywhere – but enough that people can see from outside that we have something going on.



HALLOWEEN

Play games with the children

Julie Atkinson

Hollins Green Community Store, Warrington



As part of our Halloween party, we'll have games for the children to play in store. I draw a picture of a witch and they have to pin the nose on her face, we have a lucky dip with funny-feeling things in it, such as sweets in jelly, and we hang a washing line with apples dangling from it. We have little 20p bags of sweets as prizes, which we give to the kids even if they don't win. They love the old-fashioned games.



Merchandise alcohol for grown-up parties

Georgina Rogers

Brand manager, Casillero del Diablo



In recent years, the double celebration of Halloween and Bonfire Night have become huge growth drivers for the beers, wines and spirits category in both convenience and major multiples. Recent figures suggest just over half of shoppers are planning to buy alcohol at Halloween, and this figure increases to 75% for Bonfire Night. As well as a huge array of in-store promotions and support materials, we have social media campaigns and competitions to drive awareness and cut through for the brand.

Use PoS and shelf-edge labels

Ian Handley

Handley's News and Convenience Store, Northwich



We don't have a lot of space in our store for big displays, but there are still ways of adding atmosphere. One thing we use is shelf-edge label strips, in orange and black, with webs and witches on them. We pick them up from a stationery wholesaler, so it's a little extra expense, but we can use them again and again. It grabs the eye, along with spider webbing strung across the shelves and the odd mask hanging off the end of the aisles.

Offer bowls of individually wrapped sweets for trick or treaters

Andrew Owens

Marketing manager, Big Bear Confectionery



The sweets in our bags of Fox's Glaciers are individually wrapped, making them perfect for trick-or-treat bowls. These could be placed at different points around the store to add theatre. This September sees the launch of Fox's limited-edition Glacier Fruit & Spice, filled with warming autumnal flavours such as Honey & Lemon, Apple & Cinnamon and Orange & Ginger. With no artificial flavours or colours, they are popular with parents wanting to treat their kids.

10

Products to bring Halloween thrills and chills to your in-store theatre

1. Cadbury Pumpkin Patch Gateau

2. Fanta Blood Orange Zero



3. Cadbury Goo Heads Minis

4. Haribo TangfaTricks



5. Mr Kipling Toffee Apple Slices

6. Aryzta's Otis Halloween Muffin

7. Chupa Chups Skull lollipop

8. Fruittella Favourites Spooky Mix

9. Cadbury Mini Bonfire Logs



10. Fox's Glacier Fruit & Spice

Tie in with Bonfire Night

Steve Kelly

Channel director, Premier Foods



A great way to extend and get more value out of the Halloween season is for retailers to look at stocking Bonfire Night-related products as well. Bonfire Night comes around so quickly after Halloween that retailers can get ahead of shopper demand by stocking themed products as an extension of their Halloween range. New products perfect for the Bonfire occasion include Mr Kipling Toffee Apple Slices and Cadbury Mini Bonfire Logs.



Build on manufacturers' campaigns

Simon Harrison

Customer marketing director, Coca-Cola European Partners



Halloween has taken off in the UK in recent years, becoming a key calendar moment for our target audience of young adult consumers. Last year, Fanta grew by 23% during Halloween. This year, we ran a flavour election for limited-edition Fanta flavours, which are joining the brand's portfolio for Halloween, with Blood Orange Zero and Pink Grapefruit Zero voted the winners. We recommend that retailers include these new flavours in cross-category Halloween displays, to help drive shopper engagement and sales. ●

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FRIGHTENINGLY
FULL ON...

TILL IT'S GONE



STOCK UP NOOOOW
FOR HALLOWEEN!

*Source: IRI Marketplace, Convenience GB, Value Sales, YTD to 15/7/18

#LSS18

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– Stephen Mahal,
Arnold Road Premier Stores, Nottingham

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THIS WEEK IN MAGAZINES



Launch of the week

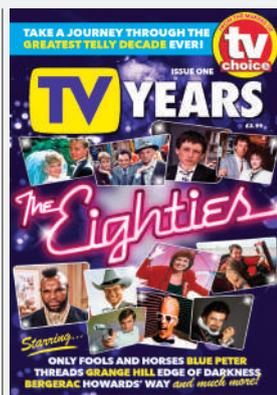
CELEBRATE THE GREATEST EVER TELEVISION DECADE

Bauer is capitalising on retro trends by launching a series of TV Choice spin-offs that starts with an issue dedicated to the best shows of the '80s, from Dallas to Only Fools and Horses

TV AND RADIO has long been one of the best-performing magazine genres, and publisher Bauer has a new tactic to give the category more volume than a bad perm.

TV Years: The Eighties takes a look at the decade, with special features on its 50 greatest TV moments and the launch of Channel 4. Editor-in-chief Jon Peake says nostalgia for the '80s has lasted longer than the decade itself, which is why Bauer chose it to launch this series of special TV Choice magazines.

Frontline expects the magazine to do well, so you should capitalise on this launch to generate repeat sales when the next issue arrives in November.



**TV YEARS:
THE EIGHTIES**
On sale out now
Frequency bimonthly
Price £3.99
Distributor Frontline
Display with TV Choice,
Radio Times, TV Years

My week in magazines



Marcello Perricone

Magazines reporter
marcello.perricone@newtrade.co.uk

AUTUMN IS HERE BUT IT'S TIME TO START PLANNING FOR CHRISTMAS

It's September, which for most people means autumn is here and temperatures are getting colder. For the magazine industry, however, it means only one thing: it's time to start preparing for Christmas.

In the next few weeks, most publishers will start churning out magazines focused on the seasonal event, with Immediate Media, Bauer and Hubert Burda already readying several one shots and special issues of their titles to capitalise on the upcoming festivities.

While customers themselves might not be tuned in to the early marketing, the increased presence of magazines and advertisements will slowly contribute to placing Christmas firmly in people's thoughts. This will give retailers who prepare ahead of time an advantage over others.

In next week's RN, we will feature a number of Christmas magazines. We will give you information about what to order from wholesalers, as well as a bit of intel on marketing trends.

With Christmas revenues of £385m last year and a similar performance expected this year, retailers would do well to keep their eyes on this area.

Opportunity: Christmas

It may be a few months away, but the first Christmas magazines are starting to enter the market. Pay attention to trends so you can jump in ahead of the competition.

THIS WEEK
IN MAGAZINES

WE WANT YOUR INSPIRATIONAL IDEAS!

GET IN TOUCH with your news and mags success stories for a chance to feature



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

RN

Call 020 7689 3350

THIS WEEK IN MAGAZINES

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 ☎ 020 7689 3350
 @Marcello_RN
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GOOD HOMES ULTIMATE CHRISTMAS

- This special edition of Good Homes features 148 pages of articles, photographs and guides about the latest Christmas trends.
- The seasonal issue comes with six gifts, including a Good Homes 2019 calendar, a Chocolate & Coconut bar and a ticket to the Ideal Home Show.



On sale out now
Frequency one shot
Price £4.99
Distributor Marketforce
Display with The Christmas Magazine, Good Housekeeping Christmas Special, Simply Christmas



YOUR HORSE

- An equestrian magazine aimed at horse enthusiasts, Your Horse features interviews, articles and advice for horse fans old and new.
- November's issue brings a new look, with a redesigned cover, new colours and more quality photographs.



On sale out now
Frequency monthly
Price £4.25
Distributor Frontline
Display with Horse, Pony, Local Rider, Equestrian Life



LUNCH LADY

- This premium food and parenting title features opinion pieces, articles and guides aimed at promoting family engagement.
- This special edition contains photographs, art and cooking ideas for the whole family to enjoy together.



On sale out now
Frequency quarterly
Price £13.50
Distributor Intermedia
Display with Frankie, Flow



GURGLE

- A parenting magazine focused on providing advice for before, during and after childbirth.
- November's issue includes a guide to the best baby car seats, a feature on birth squads and Mothercare and ELC vouchers with a combined value of £35.



On sale 26 September
Frequency monthly
Price £4.10
Distributor Marketforce
Display with Mother & Baby, Smallish, Baby



GOOD HOMES

- This home-interest title brings features, buying guides and news about the latest trends in the sector.
- November's issue features 952 ideas for cosy home builds, a look at smart heating and an autumn bedroom masterclass.



On sale 26 September
Frequency monthly
Price £3.80
Distributor Marketforce
Display with Ideal Home, Real Homes, House Beautiful



Bestsellers Countryside and country

Title	On sale date	In stock
1 Country Life	26/09	<input type="checkbox"/>
2 Coast	28/09	<input type="checkbox"/>
3 BBC Countryfile	28/09	<input type="checkbox"/>
4 Scots Magazine	13/09	<input type="checkbox"/>
5 The Field	20/09	<input type="checkbox"/>
6 Scottish Field	07/09	<input type="checkbox"/>
7 Yorkshire Life	20/09	<input type="checkbox"/>
8 Dalesman	26/09	<input type="checkbox"/>
9 Lancashire Life	19/09	<input type="checkbox"/>
10 Cheshire Life	21/09	<input type="checkbox"/>
11 Cotswold Life	20/09	<input type="checkbox"/>
12 Best of British	30/08	<input type="checkbox"/>
13 Derbyshire Life	20/09	<input type="checkbox"/>
14 Cumbria Life	19/09	<input type="checkbox"/>
15 Devon Life	20/09	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

SYMBOL KEY

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

COMING UP IN NEXT WEEK'S RN



Discover which new seasonal confectionery lines will make your sales sweet this Christmas

Plus, find out how payment technology can revolutionise the experience customers have with your store at and away from the checkout



THIS WEEK IN MAGAZINES



HALLOWEEN BAG OF GOODIES

- This special children's magazine launches around Halloween each year to capitalise on spooky seasonal trends.
- This year's edition features two magazines themed around Paw Patrol and SpongeBob SquarePants and comes with gifts.



On sale out now
Frequency one shot
Price £3.99
Distributor Marketforce
Display with Paw Patrol, Peppa Pig, Lego Star Wars



ROYAL LIFE

- Focused on the royal family, this specialist magazine includes news, photographs and recaps of key events.
- This edition focuses on the first royal duties of Prince Harry and Meghan Markle, the Queen's meeting with Donald Trump and Prince George's fifth birthday.



On sale out now
Frequency bimonthly
Price £4.50
Distributor Intermedia
Display with Majesty, Royalty



MY BEAUTIFUL PRINCESS

- My Beautiful Princess is full of puzzles, fun and stories to keep children entertained.
- October's issue comes with a free lip gloss set and a metal bracelet.



On sale out now
Frequency monthly
Price £3.50
Distributor Marketforce
Display with Disney Princess, Girl Talk



SPECIALIST CHOICE GARY PILSWORTH, OFFLEY STORES, HITCHIN, HERTFORDSHIRE RADIO TIMES

Who buys it?
 All ages and genders, but it is especially popular with senior generations, such as those aged 50 years and older.

How do you display it?
 It normally sells well on its own as people come in knowing what they want, but we have it in a front display on the shelf and on the till.



On sale 22 September
Frequency weekly
Price £2.80
Distributor Frontline

Expert advice Bill Palmer

Magazine Heaven, Rushden Lakes, Northampton



At Magazine Heaven, we have to continually change our displays and foreground titles that will surprise and engage our customers. We work hard to find titles that they might not have seen before, or even be aware of. We give these titles equal or better billing than mass-market titles. Obviously, our store is large and has a huge range, so we can execute this effectively.

We stock more than 2,000 titles and have no barriers to entry, so we don't penalise titles that have small circulations by covering them up or consigning them to the bottom shelf.

This approach has seen titles such as Pom Pom - a unique quarterly knitting/craft title founded in 2012 and home-grown in London - outsell all of our regular knitting titles, most of which can be found on crowded supermarket shelves.

Oh Comely is another favourite of ours and has been highlighted by our team as a recommended read in our women's lifestyle section in a prime position. As a result, the magazine has grown with every issue and holds its own against mainstream women's titles. I can cite numerous examples across a range of genres where this approach has been successful.

Although we are a new business, I have been in the industry long enough to know that our approach to magazine retailing is breaking new ground and resonates with our ever-increasing customer base.

To sum up, I would advise any retailer who wants to create interest, excitement - our customers frequently voice their pleasure when they find something new or interesting - and increase dwell time and, as a consequence, generate more sales, creates space in their display to showcase niche magazines in as many sectors as possible, or just designates a shelf in their display for new or noteworthy titles.

Finally, use shelf PoS to highlight titles. We recommend reads with handwritten cards, which are simple, personal and effective.

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