

RN

RETAIL NEWS THAT MATTERS ● betterRetailing.com ● 16.11.2018



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Shaping the future
of independent retail
since 1889



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WELCOME



Editor - news

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Shopkeepers and newsagents aren't always given the most positive descriptions by famous authors. For example, Zola, Dostoevsky and Shakespeare's most famous works all include a miserly retailer that either meets, or is threatened with, a grizzly end. Luckily, Dickens – a founding member of the NewstrAid benevolent fund for those who work in the news trade – and Orwell were more positive.

In 1940, the latter told readers the nation's pulse could be found by examining the shelves of their local newsagents. "The contents of these shops is the best available indication of what the mass of the English people really feels and thinks," he wrote.

Can we say the same today, though? As people's interests become more divergent and specialised, stores have come to rely on many legacy categories that play to established, yet declining audiences.

It's why it has been fantastic to hear of the effects of a recent run of innovation in magazines. Last week, readers learned how Spar News-group is breaking the mould and achieving magazine revenue growth for independent stores involved in its trial of suggesting smaller titles based on demographic data. This news coincided with a spate of magazine launches that reflected wider changes in the public. This includes Film Stories and Wireframe, which go behind the scenes of the film and gaming industries, using print to tell and show stories in a way the online medium is yet to master. Or Smart Home, which gives readers an insight into a technology that has the power to change how people live.

Newsagents and writers must keep the public's love affair with print alive by adapting with new titles and styles in retailing, and of publishing. How have stores changed so far? Here's Orwell's 1940s description of newsagents: "A few posters for the Daily Mail and the News of the World outside, a poky little window with sweet-bottles and packets of Players, and a dark interior smelling of liquorice allsorts."

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BREAKING NEWS

Closures soar on high street

More than 2,500 shops reportedly closed in 2018, according to research by auditing company Price-waterhouseCoopers (PwC).

A net 1,123 stores disappeared from the country's high streets in the first half of the year as only 1,569 shops opened, compared with 2,692 closures.

Lisa Hooker, consumer markets leader at PwC, said: "Openings aren't replacing closures fast enough. Openings across 'experimental' chains, such as ice cream parlours and vape shops, haven't offset closures in more traditional categories.

"The high street is in urgent need of new ways of thinking and new forms of retail. Encouraging this should be a priority."

Retailer deemed too popular

Ferhan Ashiq's store re-launch in East Lothian in Scotland has been delayed because he is too well-liked by his local council.

A hearing to grant the shop owner an alcohol licence modification was brought to an "abrupt halt", according to his local paper, because they could not find enough councillors who were not friends with Ashiq to impartially decide the matter.

His hearing has been delayed until the next licensing meeting and Ashiq was advised to hire an agent to represent him. The committee's legal adviser described the situation as "unusual".

The licence aims to double the alcohol section to 9.75m² and change the store name to Day Today (Prestonpans Village Shop).

Unsecured ignitions enabling ATM crime wave Thefts now on 'epidemic' scale

Vehicle security failings fuelling ram-raid spree

EXCLUSIVE

by Jack Courtez

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Poor security on construction and agricultural vehicles is fuelling ATM ram-raid attacks, according to industry experts.

An agricultural vehicle caused more than £65,000 in damage to Julian Taylor-Green's Spar in Lindford, Hampshire, during a ram raid on an ATM in January.

He told RN: "Afterwards, a breakdown company removed the telelifter.

I asked if they were difficult to steal; he took a house key from his pocket

and started the engine. I couldn't believe it."

NFU Mutual Insurance Society's agricultural vehicle specialist, Clive Harris, said: "There's still a mindset that universal keys are acceptable." He added nearly all agricultural and plant vehicles were made before approximately 2008, and many new models still use unsecured ignitions. He said this was driving "an epidemic" of thefts.

An investigation by RN in September uncovered a 22% increase in ATM thefts from convenience stores; one in 100 with an ATM were hit in 2017.

Strategic alliance manager at vehicle security firm Datatag ID Dave Luscombe told RN: "A gang will visit two days before the attack and scope out their targets. They then take the vehicle, use it and dump it within two hours.

"Reduced police stations and officers mean there's very little chance of them being intercepted."

Thatcham Research's lead automotive security research engineer, Steve Launchbury, said firms are failing to fit immobilisers to their vehicles, instead they are focusing on installing tracking devices.

However, he said the speed of ram raids and the lack of automated alert systems makes trackers ineffective in preventing ATM thefts.

Detective Inspector Caroline Clooney leads PANIU - a taskforce against industrial vehicle theft. Clooney told RN it is "working in partnership with the industry to tackle the increase in ATM attacks involving the use of heavy plant equipment".

RN understands PANIU, the National Business Crime Centre and an ATM crime task force met last week to discuss the issue.

Police criticised for fuel prepay claim

Forecourt retailers have criticised the National Police Chiefs' Council (NPCC) lead for local policing after he said fuel theft can be reduced by making customers pay before filling up.

Chief Constable Simon Cole told the Daily Telegraph that forecourts "could design out bilking [fuel theft] in 30 seconds"

by installing pre-pay card machine pumps.

However, store owners said the officer didn't understand the industry.

Martin Mulligan, who runs a Londis forecourt in the Republic of Ireland, told RN: "The majority of my customers spend at least €10 (£8.72) on top of their fuel and we would

lose a lot of money if they had to prepay at the pump. They wouldn't have a reason to come into the shop."

Adam Hogwood, of Budgens Broadstairs, added: "It would be unprofitable because altering the pumps is expensive and we would lose customers."

According to the Petrol Retailers Association,

retrofitting a single pump for prepayment would cost around £20,000.

A retailer added: "Retailers will need pumps compatible with specific software to make prepayment possible. The average cost per pump from some manufacturers is £39,000; the installation would require another £11,000."

NFRN marks centenary of supporting indie stores

The NFRN celebrated 100 years of supporting the UK's independent retailers at News UK's headquarters in London last week. NFRN national president Mike Mitchelson said: "We wanted to invite suppliers we had either dealt with, or want to deal with, to acknowledge them and thank them for their support. I'd like to thank the suppliers and senior management who were there to help out." News UK's retail director, Neil Spencer, presented the organisation with a copy of the front page of The Times from 100 years ago, which featured a news story announcing the launch of the trade body.



BREAKING NEWS

Vaporized seeks indie partners

E-cigarette specialist Vaporized is planning to strike partnerships with independent convenience stores and wholesalers over the next two years.

The company will offer e-liquids and devices to wholesalers, while also providing retailers with gantries. It will be the first time Vaporized has provided products outside of its own retail estate.

Doug Mutter, Vaporized head of manufacturing and compliance, told RN: "We want to make sure we get our offering correct, but it won't be exclusive. We want to work with the right partners."

● **To register your interest in receiving a Vaporized gantry, call RN on 020 7689 3358**

Stores owed up to £12,000 'Refunds could be made in a few days'

Retailers wrongly billed £300m for ATM rates

by **Megan Humphrey**
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Councils have been ordered to pay back all business rates on ATMs charged to retailers since 2010, entitling the average store that has paid eight years of separate rates on an ATM to a £12,000 rebate.

The Court of Appeal ruled the Valuation Office Agency (VOA) was wrong to assess ATMs separately from the retail space they sit in, leading to business owners being wrongfully charged £300m in total.

"I have been paying approximately £1,400

every year in business rates, for the past three years," said One Stop retailer Sunder Sandher.

Dave Hiscutt, owner of Londis Westham Road in Weymouth, said he was relieved by the ruling. "We got hit with considerably high business rates," he said. "It was so bad we had to start charging £1.75 per transaction because we were losing money.

"We are no longer the destination for free-to-use cash machines and we feel we have lost sales because of it."

Despite being refused permission to appeal

against the latest ruling in the Court of Appeal, the VOA could still petition the Supreme Court. A spokesperson from business rates advisors Altus Group said: "It is probably going to be a nervous wait for the next 29 days to see whether this is the end or not."

Local councils are unable to begin processing refunds until local rating lists are amended by the VOA. "If they don't appeal then this should be a quick process and refunds could potentially be made in a few days," said the advisors.

"Given the judgement

and that leave was refused, even if the VOA were to petition, I'm not confident at this stage that it would be granted."

Business rates agency Montagu Evans' partner Josh Myerson suggests the ruling will make ATMs more viable for retailers. "The upshot is the extra cost of having an ATM installed falls away and one would hope it becomes more attractive to provide these services," he said.

● **Call RN on 020 7689 3357 to receive a template to send to your council checking your eligibility for a rebate**

CollectPlus eBay boost for stores

A third of CollectPlus-partnered stores are handling parcel volumes from eBay orders.

PayPoint fulfilled its promise made earlier this year to bring on board an extra parcel carrier in time for the peak seasonal click-and-collect period.

The pledge was made as the company faced falling parcel revenues and volumes from its other carrier, Yodel.

Dee Sedani, from One Stop in Etwell, told PayPoint that CollectPlus would "make a real difference to our store and our customers".

PayPoint's commercial director, Lewis Alcraft, said the "savviest" retailers would see the service as "a great way of enticing people into stores".



London Budgens embarks on plastic-free

A North London Budgens has beaten UK supermarkets in the race to introduce plastic-free aisles. Owner Andrew Thornton said the move is part of his plan to eliminate plastic packaging by 2021.

It took 10 weeks and 1,800 products to com-

plete the aisles in the 7,500sq ft shop in Belsize Park. Plastic packaging has been removed from 80% of fresh produce, while glass, wax or cardboard now covers products such as bread, fish, tea, milk and cheese.

Thornton told RN the

idea was influenced by the BBC nature documentary Blue Planet 2, and seeing beaches ruined by plastic pollution. "We want to double the amount of products we stock without plastic packaging in the next six months," he said.

"The plastic-free zones

have products from challenger brands and local suppliers such as Teapigs and Hampstead Tea.

"We're going to be dependent on the bigger manufacturers like Coca-Cola or Nestle to make our ambitions of going 100% plastic-free possible."

SYMBOL NEWS

Dublin Spar makes food the focus

Spar retailer Thomas Ennis' new convenience store in Dublin will focus on food-to-go and fresh deli products.

The 1,800sq ft premises on Wexford Street opened earlier this month and is the first of Ennis' 12 stores to not include newspapers in its ranges.

Products on offer include a mix of pastries, sandwiches and meats prepared by staff in the store as well as third-party suppliers.

Commenting on the opening, Ennis told RN: "I developed the new store using some of the lessons I learned from my other shops.

"The product range caters to the surrounding demographic; the shop is based on a street near offices and one of the busiest colleges in the area. The reception has been fantastic."

Morrisons announces c-store deal

Morrisons' own-label range will be available in 1,700 convenience stores following a wholesale deal with MPK Garages.

The arrangement with the forecourt operator, which has 30 sites across the Midlands, adds to an existing partnership with McColl's.

Morrisons CEO David Potts said: "After a period of strong growth, and with more customers shopping at Morrisons, we've had three years of positive sales. Our team provides quality food at great prices."

It comes as the supermarket's retail sales for the 13 weeks to 4 November grew annually by 5.6%.



FWD and MP meet to reward workers

The Federation of Wholesale Distributors (FWD) met with MP Joan Ryan to highlight the support wholesalers provide retailers. The meeting at the House of Commons last month was part of the FWD's Skills and Development Awards, which rewarded six employees from Booker and Pricecheck for their contribution to the industry. FWD CEO James Bielby said: "Helping MPs understand the vital role of wholesale in the this sector is crucial to ensuring smaller retailers are fairly represented in policy making."

Supply deal rules out retailer branding 'It will affect the smaller stores'

Costcutter sources: new stores must join fascia

by Alex Yau

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Costcutter is to change the way it handles contracts with new and existing retailers next year, according to multiple industry sources.

A source within the symbol group told RN unaffiliated store owners would still be able to sign supply agreements in the new year, but will no longer be allowed to stock Co-op own-label products unless they joined the fascia.

However, another industry source claimed

unaffiliated retailers would not be able to sign any supply deal at all unless they refurbish their store under the fascia's branding.

According to the source, the changes will take place from December and are aimed at increasing the number of Costcutter stores following the loss of more than 400 stores in the last year, and improving Costcutter's sales volumes.

Following the collapse of Palmer & Harvey in November last year, Costcutter signed its retailers onto emergency sup-

ply deals with Bestway, Booker, Nisa and Parfett's.

Another industry source said Costcutter is now attempting to increase its sales volumes by terminating the remaining emergency supply deals and offering Costcutter direct supply agreements instead.

"It will affect the smaller stores who found Bestway was more favourable to them in terms of minimum delivery requirements," he said.

"Costcutter attempted to move supply back to itself and Nisa, but the date

to switch was pushed back a few times."

The source was unable to confirm the current status of the other emergency supply contracts.

A Costcutter spokesperson denied both claims and said: "There are no policies stopping independent retailers from joining Costcutter Supermarket Group while continuing to trade under their own branding.

"All of our emergency supply contracts were closed down in the summer, following the introduction of our new supply deal with Co-op."

Sainsbury's struggles to find the 'right sites'

Sainsbury's has lowered its targeted convenience store openings for the next year after failing to find the 'right sites' last year.

The supermarket chain has already opened three stores and it claims to be on track to achieve its target of 15 new shops by the end of March 2019.

In its previous finan-

cial year, the company aimed to open 25 sites but fell one site short.

It also closed 15 sites, reducing the net gain to 10.

A Sainsbury's spokesperson told RN: "We don't open as many stores as we used to, but our strategy is all about finding the right sites."

Michael Dall, lead

economist at construction analyst Barbour ABI, added: "For small independent retailers, it is good news as it means they'll face less competition from Sainsbury's."

"However, our data suggests that the discounters and Marks & Spencer are the most active with planning applications, and small

convenience stores will still face tough competition from other major retail chains."

The reduced target comes as retail profit for the first half of Sainsbury's financial year grew by 23% from £272m to £335m.

Group sales in the period also grew by 3.5%, from £16.3m to £16.8m.

STORE TOUR



A healthy way to fill up

For part three of our 'RN in America' series, **Chris Dillon** finds out how GetGo gas stations bring quick and healthy quality food to forecourts and challenge their customers' perceptions

GetGo gas stations offer customers a simple service – tasty, quality, made-to-order food ready in five minutes or less.

On the surface, this sounds like a similar business model to Sheetz (featured 2 November), but the business that would become GetGo was purchased by Giant Eagle (owner of the foodie Market District stores featured 9 November) in 2003 and therefore has access to its healthier products.

GetGo has around 200 stores in comparison with Sheetz's 600, but where Sheetz focuses its offer on big coffees and burgers, GetGo uses Giant Eagle's commissary to bring premium lunch lines such as chicken salad croissants and Caesar salads into a gas station range. It's a formula that is working for its rival, Sheetz. But the company has grown at twice the national average of convenience stores for the past four years.

"We start with the level of quality we want to achieve and then look at cost, not the other way around," says Rug Phatak, GetGo's marketing director. "We really promote the idea of unexpected fresh food quality in a convenience store."

This thinking is reflected throughout

the entire store. Low-calorie options are a rarity in most American convenience stores, but GetGo offers an impressive choice of healthy and premium options throughout.

"We do Angus beef patties that cost a little more but we think they are worth it," Rug explains. The food is promoted with big, bright TV screens above the kitchen and tills. Burgers and hotdogs are promoted alongside salads and wraps, with videos promoting smoothies and seasonal options.

"Over the past year, we've become a lot more thoughtful about capturing video content. It's priceless to play in store and on social media.

"You have to really make the most of anything you do and think about how you can make events and campaigns last longer," says Rug.

The company is in the process of promoting a campaign on social media that shows off the sustainability of the company's coffee.

"We're going to convert one of our iced tea dispensers to iced coffee brewed fresh every day. We'll get rid of the extra sugars and have a low-calorie option," he explains.

GetGo is clear about the battles it

200

The number of
GetGo stores

“We start with the level of quality we want to achieve and then look at cost, not the other way around” **RUG PHATAK**



Inside my shop

- 1 GetGo's ranging ethos is all about providing choice; salads and wraps are promoted alongside burgers and hotdogs
- 2 Fresh food is delivered from its central commissary four days a week, with sandwiches having shelf lives of up to four days
- 3 Healthier food is high on the business's agenda, offering customers 'surprising quality' from a convenience store
- 4 The majority of GetGo's stock is on auto-replenishment, meaning that the store does not need to store much stock on site



wants to fight – using its own-brand on healthier lines such as granola and salads but employing mainstream brands such as Krispy Kreme for its doughnuts, which are delivered fresh every day.

“When we converted our slush to a brand that people knew, parents trusted and kids loved, sales tripled,” Rug says.

But the really impressive part of GetGo stores is the side that customers never see. Heading behind the counter and into the kitchen, it becomes apparent that aside from a couple of cages of beer, the 5,500sq ft store holds no stock, turning the space it would use for a stock room into a kitchen.

“Our stock is on automatic replenishment. Everything we need gets delivered four times a week and all the stock goes straight out onto the shop floor,” says senior director Adam Ruskin.

“It’s cheaper to store stock in warehouses than in back rooms in our stores.” Even the frozen ingredients for ordered food in store are used up every day, with a 50% reduce-to-clear used to make any cost of wastage back.

Despite the breadth of the food menu, the kitchen is simplified to function with just two people operating it the

INFORMATION

Location
Pittsburgh, PA
Size
5,500sq ft
Number of stores
200



STORE TOUR



5



6

majority of the time. It is set up for food to go with stations positioned in a semicircle, starting with bread or bases on one side of the room, then fillings on another station, then sauces and then out to the customer. Orders are communicated by a screen that counts how long each customer has been waiting for, indicating which are the priorities.

"During lunch, the screen is full. We could have up to 30 orders a time and, because we do breakfast all day, maintaining that five-minute target can be challenging," Rug says.

What would the team prefer if they had to choose between speed and quality? "I'm okay with six minutes if it's been made right," admits Rug. "We choose quality every time." ●

**RN IN AMERICA
continues
next week**



7

Inside my shop

5 Tablet ordering kicks off the process for customers receiving fresh food in less than five minutes

6 GetGo's kitchen is often run by two members of staff working across a variety of stations that are set up in a semicircle

6 Due to Philadelphia's alcohol laws, the store must have at least 30 seats in its restaurant area to sell beer and cider



Want to see more of GetGo?
Go to betterRetailing.com/getgo

A woman with long brown hair and a colorful scarf is smiling at a cashier at a grocery store checkout counter. The cashier is using a handheld scanner to scan a carton of eggs. A tablet computer is visible on the counter, displaying a payment interface. A large loaf of bread is also on the counter. The background shows shelves stocked with various grocery items.

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NEWS & MAGS

TI Media pushes direct delivery 'Subscriptions invariably hurt retailers'

Publisher urges women to cut out newsagents

by **Marcello Perricone**

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TI Media is encouraging readers of its Woman's Own and Women Magazine titles to cut out their newsagents by purchasing copies directly from the company.

Full-page adverts on the latest issues of both women's interest magazines offered customers a special subscription deal if they ordered their magazines direct.

According to Sam Coldbeck, from Wharfedale Premier in Hull, the move is a betrayal of newsa-

gents who have supported the titles for 80 years.

"We are attracting customer sales and building loyalty, and then these companies essentially try to steal their customers with an unbelievable discount," she told RN.

"What's really hard to swallow this time is that a friend of mine called the subscription number and asked if she could have vouchers and get copies from her newsagent instead of having a direct delivery.

"The woman on the phone told her the company was trying to 'quit

newsagents and move sales to subscription'."

NFRN's head of news, Brian Murphy, said: "We are disappointed with the operator's response, as subscriptions invariably hurt retailers. We understand this change is not their standing policy, and we continue to nurture our close relationship with TI Media."

A TI Media spokesperson said: "There's nothing new about us offering subscriptions for our magazines; in common with all other publishers, it's incumbent on us to provide a competitive and

innovative subscription offer for those customers who prefer that method of purchase, or to buy as a gift for someone else.

"At the same time, TI Media's support for our colleagues in the news-trade continues to be both consistent and significant, as it has been over many years.

"We are driving subscribers who decide not to renew back to the newsstand, offering them exclusive discount vouchers which can be redeemed through independent newsagents. A trial is planned for early 2019."

Guardian donations a success

More than one million Guardian readers have made donations to the title since March 2016.

The support is an integral part of the Guardian's plan to break even by April next year, and donations now provide more revenue to the title than advertisements. Approximately 400,000 made repeated donations.

According to editor Kate Viner, the donation scheme is beneficial, but it is not a total solution.

"The Guardian's funding model is a step in the right direction, as our revenues have gone up three years in a row," she said. "But it's a long game and we need to find out what's best for journalism, and I'm not convinced this is the right way to go."

Local papers mark end of the First World War with special editions supporting the Royal British Legion

Regional newspapers have produced special editions to commemorate the centenary of the end of the First World War, with part of the profits going to the Royal British Legion. Several newspapers, including the Northern Echo, Skegness Standard, Horncastle News, Yorkshire Post and the South Wales Argus, took part in the gesture honouring the signing of the Armistice of 1918. Northern Echo's editor Hannah Chapman said: "We hope the paper gives a sense of that momentous period in history, as the whole country comes together to reflect on the tragedy of the Great War."



No papers for media minister

The Government minister in charge of protecting and legislating media has admitted to not buying newspapers.

Speaking at a conference in Manchester, culture secretary Jeremy Wright said he relied on TV, radio and a summary on his mobile for his daily news.

Jack Bhatt, from Universal Newsagent in London, said this attitude represented a bigger trend.

"Those over 40 years old used to be readers, but now even they won't buy newspapers," he said. "There's been a massive drop in circulation, and some days I can't even sell the copies I have and must send them back," he added. "If this continues for five or 10 more years, papers will cease to exist in print."

Film mag aims for print exclusives

The founder of entertainment website Den of Geek is launching a monthly magazine focused on the British film industry, after raising more than £113,500 through crowdfunding and private investing.

Film Stories is expected to launch at the end of November with a £5.99

cover price, and will be dedicated to smaller films, as well as Hollywood blockbusters.

Den of Geek and Film Stories' founder, Simon Brew, said: "I'm a huge fan of long-form film writing and the craft of magazines. There is something special about

reading a long article in a magazine," he said. "The people reading the magazine will know instantly if they get that same feeling.

"There's stuff in magazines you'd never get on websites. You can take more chances with magazines, go completely

left-field and not be driven by the demands of SEO," he added.

Film Stories will be built on exclusive print content, with nothing outside of select reviews published online. Brew also plans to release a series of niche magazines if Film Stories is successful.

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**RRP: For the avoidance of doubt, retailers are free at all times to determine the selling price of their product

REGIONAL NEWS

NFRN

Wales

Smiths invests in online tech

NFRN national president Mike Mitchelson revealed how Smiths News aims to address late deliveries, at a Welsh district council meeting last week.

"The technology Smiths News is working on will enable retailers to go online and check their delivery times," he said.

The response came after Peter Robinson, owner of Londis Pembroke Dock in Pembrokeshire, expressed concerns over record keeping. At the meeting, he said: "Most deliveries are made by contractors, not Smiths employees. I have little faith in their record keeping."

Mitchelson said he has raised the concerns with Smiths since the district council meeting.



Wales Price confirmed for September 2019 'It's not about tripping retailers up'

Welsh government: MUP will be 50p per unit

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

A Welsh government sub-committee confirmed minimum unit pricing (MUP) will be introduced by September 2019 at a price of 50p per unit, at a district council meeting last week.

The meeting, attended by NFRN national president Mike Mitchelson, the Welsh government, NFRN public affairs and charity and campaign group Alcohol Concern, was set up to discuss a strategy for the introduction of the legislation.

Alcohol Concern's Andrew Missell said the price of 50p per unit is consistent with Scotland.

"This is an experiment, but we are interested in making law based on evidence and on the real world," he said. "We are not idiots, we are aware there will be consequences that will be complex."

At the meeting, Welsh government officials asked: "How will this

affect the drinks you are selling, and your customers? Will they blame you for the price increase?"

The price was welcomed. Peter Robinson, of Londis Pembroke Dock in Pembrokeshire, said: "It's a sensible figure we can calculate fairly and easily. It's not about wanting to trip retailers up."

However, the impact of the legislation raised larger questions. "The only way to compete is to lower the price [of alcohol]," said John Parkinson, owner of Broadway Premier in Conwy. "But if I can't, how will I clear my stock?"

Robinson also stressed the need for multiples to be dealt with accordingly. "It's necessary to ensure multipacks and deals are also affected," he said. "Otherwise, multiples will use meal deals with alcohol to get around MUP."

Chair of the advisory panel on substance misuse Chris Gittins assured members the guidance will "make clear the price

can't go below the MUP".

Meanwhile, district president Mark Dudden later told RN most members feared how the legislation will affect the illicit trade, with Mitchelson asking who will police it. "I've dealt with illicit tobacco lately, and in an official statement the police said they had no resources to deal with these situations," Dudden said.

From December, the Severn Bridge that connects Wales to England will have no longer have a toll charge.

"The Government said people won't be bothered, but I told them white-van men will," said Dudden. "They shouldn't underestimate illicit trade."

At the meeting, Missell said: "Alcohol is harder to smuggle [than tobacco]. A study by Cardiff University found people won't drive more than five minutes to get alcohol; laziness means this won't have as much of an impact."

However, district delegate Matthew Clark

stressed: "That won't stop people buying alcohol from wholesalers, selling it through Facebook, and delivering it for less than MUP," he said.

Gittins responded: "If the legislation doesn't work in five years' time, or doesn't have the desired effect, then it will fail."

Dudden said he felt the meeting was productive overall. "It was a good debate and we have given them food for thought," he said. "They didn't deny our concerns and are coming back to visit us after it has been implemented."

Northern Ireland

Trade day in Belfast

Northern Ireland district president Gwen Patterson is preparing to host a trade day in Belfast on 28 November that will offer members exclusive deals from Walkers Snacks.

In addition, representatives from Camelot and PayPoint will be in attendance to answer any member queries.

"Menzies are hosting us," she said. "They are going to carry out sessions on the news market and how to understand your news bill.

"We haven't done one of these for a few years, so it will be interesting to see how it works out."

The first 50 retailers to arrive and register on the NFRN stand will be awarded a free case of Cadbury Twirl.

Upcoming regional trade events

National Council
Date 20-21 November,
9am-5pm
Location Manchester

NFRN/Smiths News Stockport Trade Day
Date 25 November,
9.30am-2pm

Location Lingard Lane,
Bredbury Park Industrial
Estate, Bredbury

YOUR VIEWS

ACTION ON ALLERGENS

Coral Rose, managing director, Country Range Group



High street food-to-go chain Pret a Manger has agreed to publish full ingredient labelling on all its freshly-made products following the tragic case of a 15-year-old who died after having an allergic reaction to one of its baguettes.

The baguette did not have any allergen advice on its wrapper, although there was no requirement for Pret to do this because of reduced labelling requirements for food produced on-site. At the inquest into the death in September, the coroner expressed concerns about

these regulations. This development is timely, and of major importance, because one of the biggest issues right now is allergens and how the information is communicated. Recent high-profile cases, including the one mentioned, just go to show how fundamentally critical such data is.

At present, wholesalers – including those who are members of the Country Range Group – are on the frontline and are being asked to take responsibility for providing accurate allergen information. They have to spend



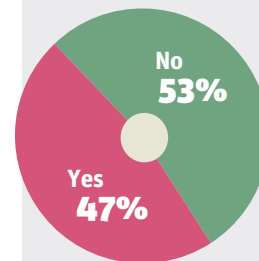
considerable resources to collect this data.

The responsibility for allergen data has to rest with the food manufacturers and suppliers, though. And they should be required to sign up to a code of practice to populate and maintain allergen data on an industry-recognised database, ensuring all changes to product recipes are immediately reflected on said database.

Erudus – a collaborative data service for the food industry – is trying to

create such a database, but without the full support of the wholesale community, there is not enough pressure on suppliers to get involved or to maintain up-to-date information. It is something that could be driven by the Federation of Wholesale Distributors in association with, say, the Food Standards Agency, with all wholesalers involved supporting the agreed industry solution. This needs to happen very quickly, before more tragic incidents are reported.

RN READER POLL



Have you changed your approach to tobacco since plain packaging?

NEXT WEEK'S QUESTION

Have you cut down the amount of plastic packaged goods in your store?

b **Vote now at**
betterRetailing.com

There's no punishment for shop thefts

I've heard the research from the ACS that suggests a large amount of crime both inside and outside of stores is related to crack and heroin addictions.

I think it is important to examine whether this matches the experiences of different shop owners. For instance, is the drug problem isolated in city areas or does it also affect rural areas as well? Is that also nationwide or in specific regions of the country?

In my opinion the main issue is different – it's that there is no punishment to the criminal, so they know they can get away with theft.

For example, after a recent theft incident, I filled out the more-than-30-page survey the police asked me to complete and I gave them the card details of the individual (he decided to get cash back). The police still refused to do anything. I couldn't even send a charge payment to the card for the goods he



stole because that would be illegal.

Amit Puntambekar
Ash Stores, Fenstanton, Huntingdon

We're back to a world where multiples come first...

I wasn't sure what to make of an advert I saw on Twitter from Yazoo claiming that they have "pulled some strings" in order to get limited-edition Choc Mint flavour listed in Tesco. We've been selling the line for a while now in our Eldon Street store and it's been good to be able to offer

customers a household brand product not available in the supermarkets.

All too often it's us shopkeepers that are left in the cold on new product launches. However, it seems that status quo has returned and we're back to a world where multiples come first.

Nimesh Patel
Best-one Eldon Street, Preston

A Yazoo spokesperson responded on Twitter:

"Aww gosh, it was definitely not our intention to offend. It's because of you guys in your indies that Tesco are stocking. The indies had Choc Mint first and the sales soared. We wholeheartedly thank you!"

VIEW FROM THE COUNTER with Mike Brown



The locals refer to this time of year, as we approach winter and the run-up to Christmas, as the 'back end'. Customers coming in the shop like to chat about what kind of winter they think it is going to be, but not many could have predicted our first snow would fall in Middlesbrough on Saturday 27 October, a week before I had planned to fit my winter tyres. Fortunately, it was short lived, but heavy rain during Sunday night suddenly turned to black ice on Monday morning and the roads were treacherous. One of the paperboys fell off his bike and his dad came and completed the round with him in the car. At this rate, it is going to be a long, hard winter.

Alex Yau reported in RN that rep visits to independent retailers are down to half the level they were in 2015, mainly due to their infrequency. I would agree, but I still get a regular visit from my Walkers rep, who has just been in this morning with a deal on Doritos, and last week, for the first time this year, my Wrigley rep came in and changed my display unit. But it would be great to see more, particularly with new product launches.

It was half-term last week and our district council put 20 soldier cardboard cut-outs in shops and businesses across the town to create a trail. Each soldier incorporated a letter and all 20 letters had to be collected and unscrambled to find a phrase relating to the First World War. It was good for business, as families found the clues and then treated the children to some sweets to keep them going.

PRODUCT NEWS

What's new



Give chickpeas a chance

Rubies Aquafaba Vegan Mayo is made using water drained from canned chickpeas, instead of egg whites, for shoppers following free-from diets.

RRP £2.99

Contact salex@right-hand.co



Sauce a gluten-free alternative

Lee Kum Kee is adding a gluten-free Panda Oyster Sauce and Light Soy Sauce to its range in response to the demand for gluten-free condiments

RRP Light Soy Sauce (£1.50), Panda Oyster Sauce (£2.50)

Contact enquiry.europe@lkk.com



Marshmallows in miniature

Boka's Mini Marshmallows contain 35 calories per bag and retailers can cross-mechanise them alongside hot chocolate powder and novelty mugs.

RRP £2.40

Contact caroline@bokafood.co.uk



Simple solution

Simple, the facial skincare brand from Unilever, has added sensitive-skin-friendly Biodegradable Cleansing Wipes to its range.



A right pickle

Dino's Famous is launching Dino's Famous Stackers Sliced Pickles, which join Dino's Famous Brooklyn Big Dog hotdogs in its range.



Curry favour

Golden Wonder's new Curry variety for its Transform-A-Snack brand will be available in pricemarked singles and sharing bags.



Green teas

Clipper Teas by Wessanen has developed the world's first plastic-free, non-GM and unbleached heat-sealed tea bag.







Healthy culture

Müller Corner is set to reduce sugar by up to 9% and gain a creamier texture, thanks to its new yogurt culture.



A pleasure shared

PepsiCo has launched a new 300g big-bag format of Doritos, in addition to limited-edition festive designs across its sharing formats.

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Here comes truffle

Mars Wrigley Confectionery has launched a new advertising campaign for Maltesers Truffles to promote the product as a gift ahead of Christmas.



Festive flavours

Corkers new seasonal crisps range includes Mediterranean Cheese & Roasted Onion, Black Truffle and Rosemary & Garlic varieties.



Happy holidays

Halewood Wines & Spirits' new limited-edition bottle wraps for Lambrini are combined with a competition to win a Mini Cooper.

Kepak range offers a bite of £22.8bn

by **Priyanka Jethwa**

priyanka.jethwa@newtrade.co.uk

Kepak is launching its new Goode & Tucker range in response to the growing demand from shoppers for hot grab-and-go options.

The range includes hot food-to-go products for breakfast and lunch, such as a Bacon & Egg Breakfast Muffin, Cheeseburger, Chicken & Pesto Panini and Sweet Potato & Mozzarella Wrap.

The counter also includes bespoke equipment and PoS, and will be available to order for retailers from 2019.

Bláthnaid Ní Fhátharta, marketing director for foodservice and corporate communications at Kepak, said: "With the hot food-to-go sector expected to be worth £22.8bn by 2022,

retailers who are currently working without a grab-and-go offering could be missing a significant revenue stream.

"It is a highly competitive market and the Kepak food-to-go team looks forward to working with independent retailers to help them compete with high-street foodservice operators, generate additional footfall and increase food spend in their store."

● **To find out how to get the new range and equipment, call RN on 020 7689 3355**



Diageo's Beckham ads aim to give whisky myths the boot

Diageo's latest print campaign for Haig Club, 'Make your own rules', featuring David Beckham, aims to challenge the traditional myths surrounding Scotch, encouraging more people to buy into the category.

The campaign features a series of three print adverts, each with a tagline that challenges a common myth about Scotch, such as 'Who says whisky is for quiet nights in?'

The second advert shows David Beckham creating a Haig Club cocktail to challenge

the myth that whisky doesn't go well with a mixer, with the final advert presenting a different approach to how and where whisky would typically be enjoyed.

The new campaign images also feature a redesigned brand logo, which includes the creation date - 1627 - of the whisky house.

Ronan Beirne, global brand director for Haig Club at Diageo, said: "Our philosophy on Haig Club has always been that our versatile whisky is perfect for making your own rules on how, where and when to enjoy it."

Florette's new leafy lunches

Florette has launched a new range of lunch bowls based on the company's leaf mixes.

The bowls offer shoppers a healthy alternative to sandwiches, and the range is available in three varieties: BBQ Chicken & Bacon Crispy Salad, Chicken & Sweetcorn Crunchy Salad and Feta & Tomato Crispy Salad.

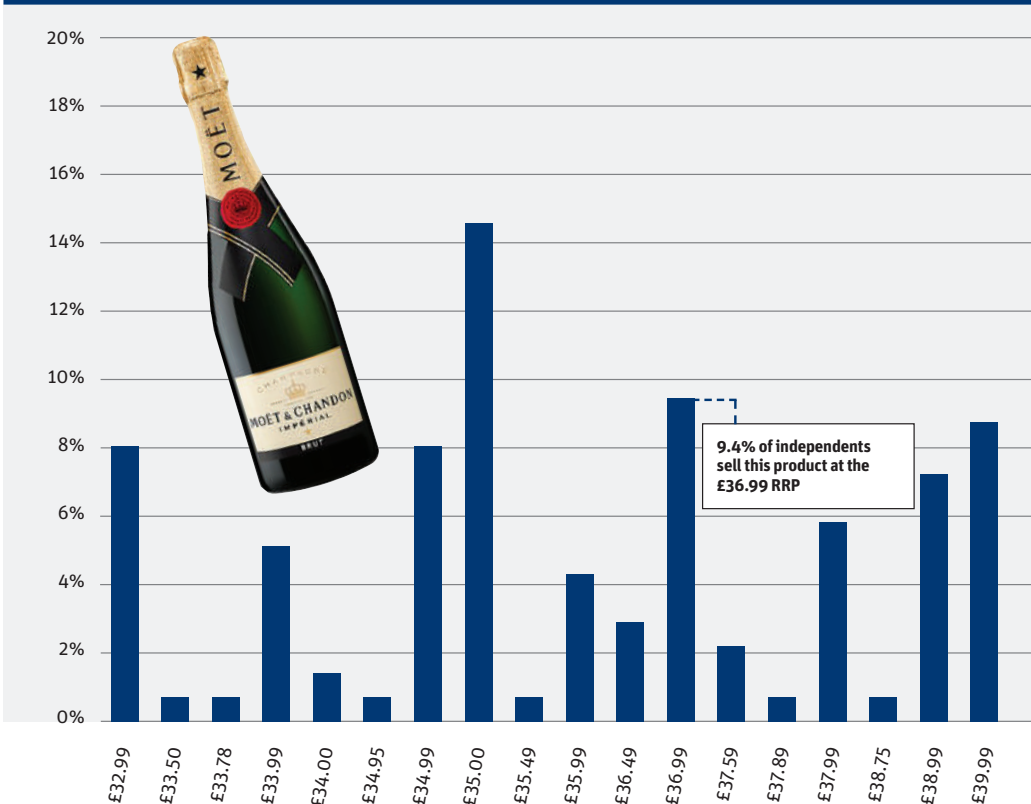
Rebecca Walker, brand manager at Florette, said: "Our new range of lunch bowls provide an alternative for consumers who have busy lifestyles and want something different to the usual lunchtime choices."

PRICEWATCH

Profit checker Sparkling wines

Price checker

MOËT & CHANDON BRUT IMPERIAL NON VINTAGE 750ML Price distribution %



PRODUCT

Canti Prosecco Spumanti
750ml

Prosecco Spumante DOC Extra Dry
750ml

I Heart Prosecco
750ml

Martini DOC Prosecco
750ml

Treviso Prosecco Brut
750ml

Freixenet Cordon Negro Brut Cava
750ml

Moët & Chandon Brut Imperial Non Vintage
750ml

Martini Asti Spumante
750ml

Santa Loretta Prosecco
750ml

MHV Marques De La Sardana Cava
750ml

Lanson Black Label Champagne
750ml

MHV Paul Langier Non Vintage Brut Champagne
750ml

Total

Analysis and retailer insight

When it comes to sparkling wines and champagnes, independent retailers are pricing competitively – almost always under Booker's RRP.

But do they need to? Looking at the data from the multiples, it is apparent that big brands are missing – often sacrificed for own-label equivalents – which means that by

stocking well-known varieties, you can offer customers the products they recognise.

In the run-up to Christmas, you can get away with pricing at a premium on these lines. As we enter December, shoppers are firmly in the party mood, and willing to pay extra for a special occasion.

This data shows that if you are only stocking options that are under £8, you are missing out on extra profits.

Stock quality products, inspire your shoppers with displays and learn about what they go well with and you'll keep your till jingling through to Christmas and beyond.

Tristan King

STORE Spar Ollerton Road
LOCATION Retford, Nottinghamshire
SIZE 1,600sq ft
TYPE residential

TOP TIP

Get the price right – things like champagne might gather dust if you don't price accordingly



We stick to Spar's RRP on champagne and prosecco and try to buy it on promotion. Our area is very price-sensitive, and even when it comes to premium alcohol, we can't necessarily sell it for a premium price. We're waiting for the Christmas promotions to come through. We stock a range of Spar's prosecco lines, and they range from around £7 to £8. This range is really good, having won multiple awards in the past; we sell them all year around. We also stock a champagne at £28.99, and Spar's own-brand at £17.50, which sells steadily all year.

Harry Patel

STORE Kwiksave
LOCATION Warlingham, Surrey
SIZE 1,000sq ft
TYPE village

TOP TIP

Invest in premium lines – you'll be surprised at how well they sell



I always stock above the RRP when it comes to champagne, prosecco and sparkling wines. I have a wide range that follows a 'good, better and best' model. Moët and Bollinger have become everyday lines for us, but I also tap into more premium lines, such as Ace of Spades, which retails at £400 a bottle. This gets picked up by people when celebrating birthdays. I recently had someone buy it for his son and daughter as a gift for their 21st birthday. I offer the full range in Ace of Spades, including the gold, silver, green, rosé and platinum varieties.

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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

SUPERMARKETS

AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 SUBURBAN C-STORE AND OFF-LICENCE IN PORTSMOUTH	RETAILER 2 OFF-LICENCE IN HERTFORDSHIRE TOWN CENTRE	RETAILER 3 LARGE C-STORE IN RESIDENTIAL STREET IN LEICESTERSHIRE	RETAILER 4 VILLAGE STORE IN CORNWALL	RETAILER 5 HIGH STREET OFF-LICENCE AND SHOP IN CENTRAL SCOTLAND TOWN	RETAILER 6 MAIN ROAD SHOP ON APPROACH TO LARGE SOUTH YORKSHIRE TOWN
£9.45	£9.99	£10.45	£10.99	£7.50	-	£9.99	£9.99
£8.92	-	£8.95	£9.99	£8.75	£8.75	£8.75	-
£9.18	£9.50	-	-	-	-	£8.99	£9.99
£9.23	£10.49	£9.95	£12.49	£7.50	£10.49	-	-
£8.53	-	-	-	-	£7.99	-	-
£9.93	£10.99	£9.95	£11.99	-	£10.99	£8.99	£9.99
£36.29	£36.99**	-	£36.99	-	£42	-	£33.99
£9.74	£9.79	£9.50	-	£7.99	-	-	£10.99
£8.66	-	-	-	-	-	-	£7.99
£7.97	£7.79	-	-	£7.79	-	-	-
£32.52	£30**	-	-	£34.99	£29.99	-	£34.99
£20.18	-	£19.95	-	£19.99	-	-	-
£170.60	£58.55						

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

TESCO 1	ASDA 2	SAINSBURY'S 3
£10	£7.50	£7
£9	-	-
£6.50	-	£8.50
-	£7	-
-	-	£9
£11	-	£10
£34	£29	£28
-	£7	£7.50
-	-	-
-	-	-
£32	£27	£22
-	-	-
£102.50	£77.50	£92

Joanna Casonato

STORE Giacopazzi's
LOCATION Kinross, Perth
SIZE 3,000sq ft
TYPE village

TOP TIP
 Find a balance between selling at RRP and pricing slightly above



Whenever we can get prosecco on promotion, we sell a few cases at the promotional price and then a few slightly above it – this way, we can generate an increased margin overall without losing out too much. Promotions in the category do not allow us great margins, so it's about striking a balance. I find that, apart from prosecco, sparkling lines don't sell that well, but even within prosecco, it's driven by price rather than brand. We try to sell a mixture of brands from both ends of the scale, but we gravitate towards stocking premium lines.

Meten Lakhani

STORE St Mary's Supermarket (Premier)
LOCATION Southampton
SIZE 2,800sq ft
TYPE town

TOP TIP
 Focus on the best-selling lines and be prepared for increased demand during holiday seasons



We price champagne, sparkling wine and prosecco above RRP because they tend to be bought at the weekend, rather than every day. We dedicate about a metre of shelf space to it, and site it near other alcohol lines, such as wines. We aim for a 25% to 30% margin, and buy from Booker. This month, we had a promotion on Moët and Canti prosecco. Sales in this category always rise during festive periods, such as Christmas and New Year. Of all the brands, Martini prosecco sells the best in our store, followed by Moët.

BRAND FOCUS



Brancott Estate

With New Zealand wines growing at 7.4%, RN looks at how retailers can grow sales of the second-biggest brand in the segment, Brancott Estate

Brancott Estate accounts for 13% of New Zealand wine sales in the UK and is the second-biggest New Zealand brand in the market. Its range contains the three most popular grape varieties in the UK: Sauvignon Blanc, Pinot Grigio and Chardonnay.

WHY STOCK BRANCOTT ESTATE?

Wines from New Zealand command the category's highest average price at £7.20 and are growing at 7.4%. A number of Brancott Estate lines are outperforming the category, including its Terroir Series, which is growing at 62.5%, and, within its core range, Sauvignon Blanc is growing at 9.8%.

Brancott Estate's target consumer is men and women aged 35 to 50. Consumer research by the brand uncovered that its customers have a higher than average income, are family-orientated and have a good knowledge of wine.



WHAT SHOULD I STOCK?

There are two main ranges under the Brancott Estate brand. The most important one for convenience retailers is its core range, which contains Sauvignon Blanc, Pinot Noir, Sauvignon Gris, Pinot Grigio, Merlot and Chardonnay, RRP £11.59, but retailers should also consider stocking its Terroir range that contains Sauvignon Blanc and Pinot Noir, RRP £13.29 and £15.39 respectively.



HOW SHOULD I DISPLAY WINE?

Retailers should make sure wines are merchandised by colour and then by sparkling, using cards and PoS to draw shoppers' attention to the growing regions, such as New Zealand. Popular brands such as Brancott Estate should be double-faced to ensure it is noticeable on the fixture.

In winter, using off-shelf fixtures to promote offers is a great strategy to drive sales ahead of Christmas parties and nights in.





RETAILER VIEWPOINT

Harry Patel

Kwiksave, Warmingham, Surrey



“Brancott Estate’s range of wines are an excellent addition to my store. The bestselling variety is its Sauvignon Blanc from New Zealand. The selection as a whole falls within the premium end, and I tend to sell it for around £11.99 – people are happy to pay this much for it. I also have the Brancott Estate Marlborough Unoaked Chardonnay variety.

“I always offer shoppers a chilled wine for those looking to drink it that day or night, which also allows me to charge more.

“In terms of demographic, Brancott Estate resonates with shoppers aged 30 to 50 years old, and like the wider wine category, more women seem to buy it. I find those who try it tend to come back and buy it again, so it is a repeat purchase. It’s worth giving premium a chance.”

WHAT’S THE HISTORY OF THE BRAND?

Brancott Estate was the first brand to plant Sauvignon Blanc wine grapes in the Marlborough region of New Zealand in 1973, an area that was previously thought too cold to grow wine. By 1979, Marlborough’s first-ever Sauvignon Blanc was created.

Within a few years, the area changed from sheep farms to vineyards, and in 1982, it began exporting its wine around the world. Marlborough Sauvignon Blanc won Gold at the 1980 New Zealand Easter Show and by the end of the decade it beat 1,100 other competitors to win an award at the 21st International Wine & Spirit Competition. ●

HOW CAN I ENCOURAGE FOOD PAIRINGS?

Brancott Estate’s three most popular lines are Classic Sauvignon Blanc, Classic Merlot and Classic Pinot Grigio. Here are three tasting notes you can add to your shelves.



Classic Sauvignon Blanc

A sweet, fruity and crisp wine, best paired with white meats and fish, perfect for a Christmas roast.



Classic Merlot

Dark berry and cocoa flavours. Pairs well with red meats, such as a warming stew or Charcuterie platter, ideal for a dinner party.



Classic Pinot Grigio

Peaches, apricots and sweet tropical fruit flavours. Pairs well with a fish or pasta dish, the perfect choice for a night in.



BRAND IN FIVE



The Retail Mutual

With convenience retailers facing nearly one million incidents of retail crime last year, The Retail Mutual explains how it can help you protect your business

As a newsagent or convenience retailer, there are certain risks that can affect your business. These include theft, violent crime, fire and flooding, accidental damage and injury.

No one wants to think about the worst things that could happen, but for the security of yourself, your

employees and your family, it is essential that you are prepared.

The Retail Mutual has been providing cover to independent retailers for nearly 20 years, launching as The NFRN Mutual in 1999. Today, it serves post offices, sweet shops, farm shops and delis, as well as independent convenience retailers. Here's how.

1 What does The Retail Mutual offer?

The Retail Mutual offers an alternative to traditional insurance for the retail sector. It provides a variety of cover options including employer's liability, public and products liability, buildings, stock and contents insurance, goods in transit, fixed glass, business interruption and more. Retailers can tailor their cover to suit their needs to ensure they are protected if an incident occurs.

2 Why use The Retail Mutual?

Life as a shop owner is busy enough, so The Retail Mutual aims to make life easier. You can now arrange cover for your business, your home and any properties you rent out all in a single call. You can also find a new mortgage, take out life insurance or sign up for cost-effective health cover. The Retail Mutual is tailored with the needs of independent retailers in mind and even the Board of Directors are members of the Mutual, with first-hand experience of working in retail.

3 How does the Mutual support claims?

If you have an incident in your store, The Retail Mutual is available to advise on what you should do next. On its website you can access advice for a variety of incidents, such as break-ins and theft, burst pipes, flood and storm damage. Claims can be made on its website, by email or phone – even outside normal working hours.

4 What does the Mutual's business cover provide?

Retailers can choose from different plans that include employer's liability cover, protection for your premises, public liability and business interruption cover up to £500,000. Interest-free payment plans are available, including monthly instalments or a weekly collection option via your Smiths or Menzies news bill.

5 How can I get in touch?

Retailers can receive an immediate quote by calling The Retail Mutual on 0333 2121 007 or filling out an online form at theretailmutual.com. Phone lines are open for quotes Mon-Thurs 8.30am-5.30pm and Friday 8.30am-5pm. ●

FRESH & LOCAL



Dennis Williams

Broadway Convenience Store (Premier), Edinburgh



Despite having competition from a nearby Aldi, Dennis and Linda Williams have invested in a wide range of fresh produce and offer a number of promotions through their symbol group, Premier.

My three tips to doing well in fresh and local

If you are going to sell fresh produce, you have to do it properly

Just having potatoes, onions and bananas is no longer sufficient – our range includes kiwis, turnips, cabbages, blueberries and broccoli.

Look for a mix of suppliers We get some of our local suppliers through Booker, and we also attend local fruit markets. There are fruit markets in most major towns and villages in the UK.

If you have local produce in your store, shout about it The big supermarkets are getting better at it, but convenience stores are best placed to highlight their partnerships with local suppliers.



Time to freshen up

With fresh & chilled and local products among the biggest profit opportunities for retailers, **Joanna Tilley** spoke to top retailers to find out how store owners can grow their sales



I only make about a 30% margin on packed vegetables, but 50% on loose veg

Kay Patel

Global Food & Wine (Best-one), London



In order to keep up with growing shopper demand and the increase in Best-one's product range, Kay Patel doubled the area he dedicates to fresh & chilled in one of his London stores.

My three tips to doing well in fresh and local

Speak to other store owners

In regards to fresh and local, it is a good idea to look at other retailers and see what they are stocking, and what moves and what doesn't.

Cater to local festive demand

We have a lot of Russian and Polish customers, so we offer fresh meat for these groups and also sell plenty of parsley, as this is popular in Eastern European cooking.

Grow margins with loose fruit and veg

I only make about a 30% margin on packed vegetables, but 50% on loose veg. It also gives a fresher appearance to your store and is eco-friendly.



FRESH & LOCAL

Avtar and Sukhi Sidhu

Kenilworth Budgens,
Warwickshire



Following their switch from Simply Fresh to Budgens, Avtar and Sukhi Sidhu are enjoying access to a large range of fresh and local produce, and are making it front and centre of their updated image.

Our three tips to doing well in fresh and local

Make sure your displays really stand out If you are starting out in this category, begin with a good, tight range that's fully stocked and then this will grow organically.

Aim for exclusivity with local suppliers You've got to put the leg work in at the beginning and hunt for local suppliers - but often small companies are crying out to work with someone like you.

Attend local food festivals We sample food and make contacts with people in the industry. There is real appetite for fresh and local produce, so it is a good time to expand your network in this area.

Raj Aggarwal

Spar Hackenthorpe,
Leicestershire



Raj Aggarwal says tackling fresh as a retailer can be challenging, especially when it comes to managing waste, but that understanding your demographic is a great place to start.

My three tips to doing well in fresh and local

Get your displays right Your fresh and local produce has to look good and fresh all the time, with great availability. It is important to offer promotions on new fresh produce to get customers interested.

Don't be afraid of waste We have been selling fresh for a while, so waste is not a problem for us, but I know that to build your sales you have to take waste into account.

Take a look at local businesses in your area If you are near a farm that supplies good-quality fruit and veg, you can make the most of this opportunity. First, check your demographic and find out where there's demand.



We attend local food festivals to sample produce and make contacts



Mehmet Guzel

Simply Fresh, Bethnal
Green, London



Despite being located in a busy area of London with plenty of convenience outlets in competition, Mehmet Guzel says fresh produce is still in demand and is very important to his business.

My three tips to doing well in fresh and local

Keep this category tidy and rotate stock I check my fresh produce around 20 times a day to make sure it is well stocked and there isn't anything rotten.

Make sure the prices are correct and you have a striking display I put seasonal items at the front in big abundant displays to attract shoppers and signpost the freshness of the produce around the store.

Keep tabs on what sells well Ready meals and food to go are doing very well for us, especially meat and fish. Since transitioning to getting our supply from Nisa, our fresh veg has improved drastically.

WHOLESALE COLUMN

Paul Hargreaves

Chief executive of Cotswold Fayre



"Fresh is where the growth is and this category is growing more than 100% a year at Cotswold Fayre. Convenience retailers know fresh and local is the future, but often the main issue is space because they have rigid planograms. It is worth the investment, though, as the rate of sale is generally much better out of the fridge than on a shelf because the perception is that it is better quality. A good way to get inspired is to find out who is do-

ing this category well and visit their stores. There are some great Budgens stores in London and Eat 17 is doing well in this area. The crucial thing for independent retailers is that they offer local and fresh produce that isn't available in the major supermarkets. Retailers need to also be aware of the opportunity gifts are providing because convenience stores as a whole aren't doing particularly well when it comes to seasonal sales." ●



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CORE GROCERY

There when no one else is

Over the past two months, RN has taken a look, category by category, at the best retailer and supplier advice to follow this Christmas. **Priyanka Jethwa** rounds up the best advice across 10 categories

No matter how much you plan and prepare, there will always be something that shoppers end up leaving off their shopping list. In most cases, realisation will come long after the multiples have closed for the day. This is where independents can swoop in and save the day by stocking those core grocery essentials – from sweet treats and tea bags, to soft drinks and condiments – that shoppers will need last minute at Christmastime. This feature lists the 10 emergency grocery items retailers' customers will need this season.

1. BREAD

Having a selection of bakery foods, from pastries and cakes to bread, can drive sales at Christmas time, especially the day after festivities

when hungry mouths turn to lunchtime. Zoe Tap-house, category director at Allied Bakeries, says 55% of shoppers still buy bread to take home, so retailers can capitalise by offering a range of wrapped bread. "Convenience is a key factor, with 56% of lunches at home prepared in under 10 minutes. This makes wrapped bread a go-to option for shoppers."

2. SNACKS

Consumers are buying snacks to eat on the go from a wide range of outlets, such as forecourts (22%) and convenience stores (39%), bakery brand St Pierre says. So, with 64% of shoppers replenishing items around

99%
The amount of households that buy table sauces, dressings and condiments

Christmastime, Matt Collins, sales director at KP Snacks, adds that retailers must ensure seasonal promotions and PoS for popular snacks, such as Hula Hoops, are in highly visible locations. "With the sharing segment growing at 10.7%, demand for sharing snacks has never been stronger."

3. ALCOHOL

Fifty-two per cent of beer and cider value sales are made over key seasonal periods, therefore to cater for last-minute sales for those needing an extra bottle for dinner, retailers should use seasonal displays to attract attention to fixtures. This is according to Toby Lancaster, category and shopper marketing director at Heineken, who adds: "The number of people consuming alcohol with a meal has



CORE GROCERY

increased by more than 5% in the past four years. So, implementing cross category merchandising for beers and ciders can lead to an uplift in sales.”

4. TEA

Although a typically indulgent period, health is an important card to play over the season, and functional teas with added vitamins, such as Tetley Super Green Lemon & Honey Immune with added vitamin C, is what shoppers will be looking for. Peter Dries, director for customer and shopper marketing at Tetley, says: “By grouping brands together and organising teas in a logical order, shoppers will be able to see what’s on offer more easily.”

6%
The growth of coffee in the past year

5. COFFEE

The UK coffee market stands at more than £1bn with roast and ground coffee sales up 6% compared to last year, according to Nicole Hartnell, marketing manager at Lyons Coffee. This means more consumers are looking for quality coffee at home and on the go, and Hartnell says retailers can capitalise in this segment during Christmas by offering fresh options, beans,

capsules and coffee bags, as they grow in popularity.

6. FREE-FROM

Premiumisation is something that has been seen across all categories, and retailers shouldn’t forget that this also applies for free-from foods – especially around the holiday period. Caroline Mitchell, Mrs Crimble’s brand controller at Wessanen, says stocking products such as Mrs Crimble’s sharing packs of gluten-free savoury and sweet snacks are appealing for shoppers looking for something special for gluten-free guests, but perhaps don’t know where to start.



7. STORE-CUPBOARD ESSENTIALS

Shoppers will want to make sure they have plenty of stocks and gravies in the cupboard to serve with



Convenience retailers can maximise their sales in this period with cross promotions on related products and in-store displays

Christmas dinner, just in case they run out. What better way to quickly whip something up than with dry packet sauces – something all retailers should stock, according to Nick Widdowson, Unilever’s Partners for Growth’s merchandising and creative controller. “Convenience retailers can maximise their sales in this period with cross promotions on related products and in-store displays.”

8. CONDIMENTS

Ninety-nine per cent of households buy table sauces, dressings and condiments, so this is a key category for top-up purchases during the festive period. Partners for Growth’s Widdowson says with the total category outperforming the total market in the convenience channel, it is essential retailers stock ketchup and mayonnaise, with squeezable bottles and flavoured mayonnaise an area of growth.

9. EGGS AND DAIRY

It’s that one thing that you swear you stocked up on and the one thing that shoppers will look to their nearest store for – eggs. But to make that extra margin during Christmas, organic eggs is where the trend is at, with sales having grown in value by 13.1% in the past year. David Tromans, of Purely Organic, says: “This growth is driven by consumers striving for healthier lifestyles and paying greater attention to the provenance of their food.”



10. SOFT DRINKS

Soft drinks are a must-stock for convenience stores over the festive period, with more buying energy drinks at Christmas. As the fastest seasonal growing category, functional energy drinks performed at 6.7% over the festive period in 2017, says Mark Bell, strategy and planning manager at Red Bull. Plus, with big nights in on the rise during Christmas, Ed Jones, senior customer marketing manager at Vimto Soft Drinks, adds: “Soft drinks that can be enjoyed alone or used as a mixer present opportunities for retailers at Christmas, while saving chiller space.”



THIS WEEK IN MAGAZINES



Launch of the week

THE MAG THE WORLD'S BEEN WAITING FOR

As we near the end of a momentous year, consumers are wondering what's in store for 2019. This one-off edition from *The Economist* looks ahead with a global view of current and cultural affairs

THE ECONOMIST IS publishing its special annual analysis title for the 33rd consecutive year, looking forward to 2019 through the lens of the year that's about to end.

The World in 2019 will look at the prospects of the Trump administration with a new Congress, the reality of Brexit, and elections in India, Indonesia, Nigeria and across Europe, alongside technology disruptions from AI and China.

The magazine also looks at space travel 50 years after the moon landings and the status of culture 500 years since Leonardo da Vinci, creating a general-interest round-up that is expected to sell well.



THE WORLD IN 2019
On sale 22 November
Frequency one shot
Price £9.99
Distributor Marketforce
Display with The Economist, Time

My week in magazines



Marcello Perricone
 Magazines reporter
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DON'T MISS THE END-OF-YEAR OPPORTUNITIES

We are two weeks away from December, and magazine publishers are kicking the presses into overdrive.

Here at RN, we've been absolutely flooded with new magazine submissions, as special seasonal editions of everything from *Yours* to *The Economist* are being launched.

These issues have the potential to attract casual customers in addition to the loyal ones, as their special page counts and attractive covers do a great deal to encourage impulse purchases.

They also serve as collectible issues for long-term readers, who tend to like to hang on to noteworthy editions.

As the hordes of special Christmas magazines flood the market, retailers should identify those titles that are the most relevant to their audiences, and display them as clearly as possible on the shelves and counters.

Most titles also offer special incentives such as retrospectives or 2019 calendars, so make sure to promote these.

The end of the year often means a general nationwide increase in spending, and retailers can capitalise on the festivities by selling special magazines and the gifts therein.

Opportunity: end of year
 Retailers should make the most of special editions that are now reaching the market as the year draws to a close, promoting unique issues clearly and advertising gifts such as calendars and 2018 retrospectives.

SYMBOL KEY



CHRISTMAS BAG OF GOODIES

- This special seasonal pack from the creators of CBeebies includes gifts, puzzles and activities to keep children busy in December.
- This bumper pack comes with two Christmas magazines, with surprise gifts themed around Paw Patrol, The Grinch and Elf Pets.



On sale out now
Frequency irregular
Price £3.99
Distributor Marketforce
Display with CBeebies, CBeebies Art, Fun to Learn Bag of Fun



THE OLDIE

- The TV-themed edition of this culture magazine is dedicated to old series and shows, and includes behind-the-scenes looks and interviews related to some of the most influential programmes in the UK.
- The December issue has a 25p increase in cover price, and comes with 32 extra pages of book reviews and a free 2019 cartoon calendar.



On sale out now
Frequency monthly
Price £4.50
Distributor Seymour
Display with Radio Times, Empire, TV Times



MATCH OF THE DAY

- This football magazine celebrated its 10th anniversary in 2018, and continues to target young fans of the sport by including analysis, news and interviews.
- This week's issue is the first of two Christmas specials, and comes with an inflatable football, Lionel Messi mask, Match Attax cards, FIFA Ultimate Team cards, and red and yellow referee cards.



On sale 20 November
Frequency weekly
Price £4.99
Distributor Frontline
Display with FourFourTwo, When Saturday Comes, World Soccer



ROYAL LIFE

- This women's interest magazine is focused on the royal family, and includes news and photographs of the latest happenings at Buckingham Palace.
- The last issue of the year looks at Princess Eugenie's wedding, the Duke of Sussex's trip to Australia and a retrospective of 2018.



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



YOURS

- This women's interest magazine contains advice and articles about lifestyle, food and celebrities.
- The Christmas edition is a bumper issue, featuring tips about saving for Christmas shopping and 32 pages of puzzles, alongside a free membership to Slimming World, worth up to £35.



On sale 20 November
Frequency fortnightly
Price £1.99
Distributor Frontline
Display with Look, Heat



On sale out now
Frequency monthly
Price £3.99
Distributor Seymour
Display with Frozen, Girl Talk, This Is



MUNCH CATS

- A monthly activity comic for girls aged six to 10, Munch Cats capitalises on the Japanese 'cute' Kawaii drawing style with stories and puzzles.
- The Christmas special includes six greeting cards alongside stickers, gift tags and wrapping paper.

SPECIALIST CHOICE

MARK DUDDEN, ALBANY NEWS, CARDIFF



On sale out now
Frequency monthly
Price £3
Distributor Direct

WELSH FOOTBALL

Who buys it?
 Mostly men in their 30s with an interest in the local leagues.

How do you promote it?
 On top of the counter, on its own display.



Bestsellers Football

Title	On sale date	In stock
1 Match of the Day	20/11	<input type="checkbox"/>
2 Kick	01/11	<input type="checkbox"/>
3 FourFourTwo	07/11	<input type="checkbox"/>
4 Match	20/11	<input type="checkbox"/>
5 World Soccer	02/11	<input type="checkbox"/>
6 When Saturday Comes	08/11	<input type="checkbox"/>
7 Match Attax Collector GD	03/10	<input type="checkbox"/>
8 Inside United	13/11	<input type="checkbox"/>
9 Celtic View	21/11	<input type="checkbox"/>
10 Liverpool FC	13/11	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

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 ☎ 020 7689 3350
 @MarcelloP_NT
 facebook.com/thisisRN

Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	37	60	8.99
British Steam Railways	37	50	1.99
Build the Jaguar	87	100	8.99
Build Your Own R2-D2	97	100	8.99
Cake Decorating	36	90	3.99
Classic Dinky Toys Collection	23	60	11.99
Enhancing Your Mind, Body, Spirit	97	120	3.99
Magiki Cuddle Buddies	26	30	3.99
My Animal Farm	71	70	5.99
Star Wars Helmet Coll'n	75	80	9.99
Zippo Collection	84	100	19.99
EagleMoss			
DC Comics Graphic Novel	85	100	9.99
Game of Thrones	60	60	9.99
My Little Pony			
Colouring Adventures	89	80	4.50
Star Trek Ships	137	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	32	80	9.99
Art of Quilting	50	150	3.99
Assassins Creed:			
The Official Collection	45	80	9.99
Classic Routemaster	43	130	8.99
Draw The Marvel Way	76	100	4.99
Marvel's Mightiest Heroes	128	130	9.99
The All Killer No Filler			
Deadpool Collection	6	60	1.99
Transformers GN Collection	50	80	9.99
Warhammer	58	80	9.99
Warhammer 40,000: Conquest	11	80	1.99
Panini			
F1 Collection	68	70	10.99
Marvel Figures	22	84	11.99
Supercars	7	60	2.99

Collectables

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

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

Newspapers

Daily newspapers

	price/margin	pence/margin %
Sun	50p 11.15p	22.3%
Mirror	75p 16.05p	21.4%
Mirror (Scotland)	75p 17.12p	21.4%
Daily Record	75p 16.05p	21.4%
Daily Star	40p 7.26p	22.5%
Daily Mail	70p 15.62p	22.31%
Express	60p 13.31p	22.5%
Express (Scotland)	60p 13.31p	22.5%
Telegraph	£1.80 38.7p	21.5%
Times	£1.60 34.4p	21.5%
FT	£2.70 54p	20%
Guardian	£2 44p	22%
i	60p 13.2p	22%
i (N. Ireland)	60p 13.2p	22%
Racing Post	£2.30 54.0p	23.48%
Herald (Scotland)	£1.30 29.90p	23%
Scotsman	£1.60 36.0p	22.5%

Saturday newspapers

Sun	70p	14.98p	21.4%
Mirror	£1.20	24.72p	20.6%
Mirror (Scotland)	£1.20	24.72p	20.6%
Daily Record	£1.10	22.6p	20.6%
Daily Star	60p	12.085p	21%
Daily Mail	£1	21p	21%
Express	90p	19.11p	21%
Express (Scotland)	90p	19.11p	21%
Telegraph	£2.20	49.5p	22.5%
Times	£1.90	39.9p	21%
FT	£4.00	88p	22.6%
Guardian	£2.90	63.8p	22%
i Saturday	£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 3-4 November

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,200g	180g	210g	8	55g
Times	1,200g	475g	125g	7	40g
Guardian	815g	315g	135g	7	55g
FT	750g	390g	0g	0	0g
Daily Mail	685g	245g	135g	5	55g
Mail on Sunday	685g	280g	75g	2	35g
Sunday Telegraph	650g	120g	110g	5	55g
Observer	490g	125g	15g	2	10g

Scale of third-party advertising insert payments

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

* By negotiation

Insertion payment guide

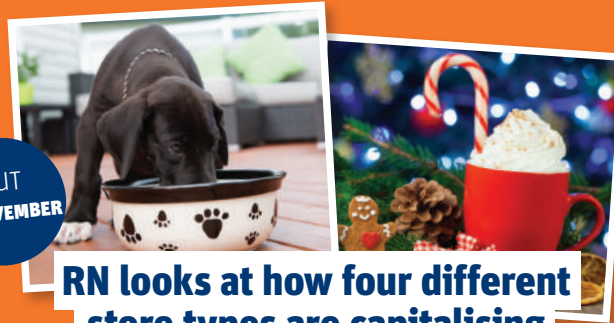
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OUT
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**RN looks at how four different
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PLUS

How to maximise sales of big night in
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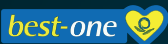
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