

RN

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Exclusive access

Retail secrets from the UK's largest independent supermarket

STORE TOUR

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Filling the food gap

- How convenience stores are stepping in to meet the health needs of communities snubbed by supermarkets
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Shaping the future
of independent retail
since 1889

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This week, I was part of the ACS's crime panel at its Heart of the Community event in London, alongside a police and crime commissioner, a crime-focused think tank, Co-op's business crime partnerships manager and an MP who chairs the parliamentary group on retail crime.

Over the past year, RN has analysed more than 10,000 crime incident records from police databases across the UK, revealing trends in ATM crime, shoplifting, police response and conviction rates. However, the unspoken story is the police's capability to analyse their own data.

Different forces log crime in varying ways, with changing definitions and categories for premises type, response times, crime types and outcomes, and no consistent capturing of vital data such as crime value. We think of policing as being a data-led exercise, but the reports paint a different picture and I have deep concerns about the police's ability to identify trends and work effectively across different local forces.

It's one of the reasons why investigative reporting, and retail crime events – such as those held by the ACS, NFRN, the National Business Crime Centre and local crime prevention business partnerships – are so important. They join the dots by bringing together outside voices and experts who can pour time and resources into data.

A brilliant example was the Centre for Social Justice's report earlier this year, which for the first time directly measured the role of addiction in driving acquisitive crime like shoplifting. While the main narrative is that police cuts are behind rising crime, the CSJ's piece has inspired us and other parties to look further at the root causes of crime. For instance, is there a correlation between retail crime and school overcrowding, benefits cuts or even street light switch-offs? Rather than the current prognosis that retailers must invest in security to make up for police shortages, RN will look further at how communities can work together to tackle the roots of the problem. This is because we believe retail crime is a burden on entire communities, so stamping it out is everyone's responsibility, not just the local shopkeeper's.

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BREAKING NEWS

Costcutter concerns

Auditor KPMG has cast "significant doubt" on Costcutter's ability to continue trading should it make further losses.

The chain's official financial results this month reveal that annual turnover for the year ending 31 December 2017 dropped from £622m to £506m.

KPMG said in a statement on the results: "Further support may be required should the forecasted improvement in trading not materialise.

"These conditions constitute an uncertainty that may cast significant doubt on the group's ability to continue as a going concern."

The auditor indicated Costcutter was reliant on loans from its parent company, Bibby Line Group.

A Costcutter spokesperson said: "With the changes made to our business following the collapse of P&H, our new supply arrangements and the wider uncertainties facing the market, our auditors are highlighting that there is uncertainty."

The company said its new supply deal with Co-op was turning around the company's performance and winning retailer approval. Discussing its current situation, the spokesperson explained: "Bibby Line Group remains supportive of the business and has recently provided additional funding to our company.

"We are now reviewing options to restructure the group's balance sheet with the aim of implementing the recommendations before the end of 2018.

"This is expected to strengthen the balance sheet, which is positive for our business and means we are best placed to invest in supporting our retailers into the future," they added.

2020 ban will make units illegal 'Ask questions on chillers and avoid R404A at all costs'

Shops duped into buying soon-to-be-illegal chillers

EXCLUSIVE

by Olivia Gagan

reporter@newtrade.co.uk

Retailers have been warned to check the fine print of any chiller units they buy, as manufacturers are continuing to sell products that will soon be outlawed.

A fluorinated greenhouse gases (F-Gas) regulation was introduced in 2015 that bans the use of R404A gas in chillers across Europe from 2020.

Chiller manufacturers including Honeywell and Pastor Frigor GB have stopped selling R404A chillers, but Simon Robin-

son, managing director at Pastor Frigor GB, told RN that other UK businesses are continuing to sell products to retailers that rely on the banned gas.

"It's crazy to sell something that will soon be illegal. It's just not ethical. We've spoken to them and they say, 'We've got large stocks and we need to get rid of those chillers first.'"

After 2020, retailers can still use chillers running on R404A if they were bought before the ban. However, professional repair work will be illegal unless the chillers undergo expensive retrofitting

or are replaced to run on a more environmentally-friendly gas.

Retailers could face problems with R404A even before the 2020 cut-off date. European Commission-funded research states the price of the gas jumped by more than 1,000% between 2014 and 2018, as EU import bans and manufacturers stopping production of the refrigerant has led to a severe shortage of supply.

As RN reported in February, store owners could also face proposed fines ranging from £1,000 to £200,000 from the

Department for Environment, Food & Rural Affairs for failing to report and change chillers post-2020.

While multiples including Tesco and Waitrose have begun conversion programmes to replace their R404A chillers, smaller retailers, especially independents and convenience stores, haven't been made sufficiently aware of the problem by suppliers, Robinson said.

His advice was "to avoid R404A at all costs". "Ask questions when looking for chiller equipment and speaking to suppliers," he added.

Parcel market prepares for festive face-off

Parcel delivery companies are jostling for position in the run-up to Christmas by partnering with major brands in an attempt to steal market share.

Hermes will offer eBay sellers the ability to pre-pay for postage labels. They are then printed at

its in-store ParcelShop network, targeting shoppers who do not possess their own printer.

CollectPlus has partnered with online homeware business Made.com to offer 24-hour click-and-collect services. The service will cost users

£3.99 for 24-hour delivery and free returns.

Meanwhile, Pass My Parcel, now owned by DHL, has promised the NFRN and retailers that it will make up for lost revenues and parcel volumes caused by the loss of its Amazon parcels contract.

The contract loss led to retailers looking elsewhere for a click-and-collect partner.

MyHermes network manager Alison Clinton confirmed to RN: "Since the Pass My Parcel announcement, 35 new shops have joined our network."

Nisa man opens up on robbery impact

Nisa retailer Paul Cheema (right) has highlighted the impact of retail crime on the 8 October broadcast of Channel 4's Dispatches. West Midlands retailer Cheema told the programme about the loss of £25,000 following robberies in his shop since February. Speaking to RN after the broadcast, he said: "I've had no police communication since the programme aired." Responding to Cheema's concerns, West Midlands Police and Crime Commissioner David Jamieson said: "I will continue to call on the government for increased funding."



BREAKING NEWS

New tech to catch ATM crooks

ATM operator Cardtronics has invested in new ways to prevent cash machine robberies in shops.

Measures employed by the company, which operates 16,000 ATMs under the brands Cash-zone, Bank Machine, DC Payments and Omnicash, include a device installed in the machines that neutralises gas designed to ignite an explosion.

Additional precautions include a glue that seals bank notes together if a break-in is detected.

Cardtronics managing director Marc Terry said: "Attacks on ATMs are dangerous and deprive communities of access to their cash."

"Our technology and relationship with the police means we have a better chance of catching those intent on destroying this vital amenity."

Young now drink less

Retailers could find their younger customers increasingly shunning alcohol, after it emerged that growing numbers of 16-to-24-year-olds are teetotal.

A recent University College London study of almost 10,000 people found 29% of 16-to-24-year-olds said they do not drink, compared with 18% 10 years before.

Fabio Finocchiaro, of Rootes Grocery Store at the University of Warwick, said: "I've been working here 20 years. These days, young people aren't drinking as much as they used to."

"Things like alcopops are dead. Students buy prosecco, wine and gin now, but less of it, and they do seem more aware of the effects."

C-stores fill gaps left by supermarkets 'We offer fruit and vegetables at competitive prices'

Indies stepping up in the UK's 'food deserts'

by Alex Yau

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Independent retailers are supplying 1,309 areas snubbed by supermarkets with healthy, fresh and affordable produce.

New research by the Social Market Foundation and commissioned by Kellogg's ignored the contributions made by independent convenience stores, but shop owners have defended their role in giving locals access to healthy goods.

The research claimed there are 1,309 'food deserts' in the UK – areas with

fewer than two supermarkets and supermarket-owned convenience stores within 500m. It said their absence left residents with low access to healthy food.

However, analysis by RN found that listed 'food deserts' had an average of more than 10 independent convenience stores within a mile radius.

Samantha Coldbeck manages a Premier in Hull – the worst food desert according to the research. She told RN: "These reports are doing a massive injustice to independent retailers because they ignore those who do provide

healthy food and initiatives that aren't provided by the supermarkets.

"We offer fruit and vegetables at competitive prices compared with supermarkets, and I can name at least 10 other independent retailers near me doing the same."

"We also accept Healthy Start vouchers, which give pregnant women discounts on products such as fresh milk."

Terry Caton, who runs a Londis in Chesterfield, added: "It's good having this research, but my question is what retailers need to do to fill these gaps."

"Retailers work hard to cater to health-conscious customers. I've moved my produce to the store front and added a gluten-free section. There's still a demand for products such as full-sugar soft drinks and I have a varied range to meet these needs."

The research said the UK's biggest food deserts include Marfleet in Kingston upon Hull, Hartcliffe and Withywood in Bristol, Hattersley in Tameside, and Seaforth in Sefton.

● **Are you in a food desert? Go to betterRetailing.com/convenience-stores-food-deserts**

Coca-Cola to double chiller supply

Coca-Cola European Partners (CCEP) has committed to nearly doubling the amount of branded chillers and equipment it provides to independent retailers this year.

The plans will also include replacing or upgrading existing equipment in convenience stores with more energy efficient

alternatives, and doubling the number of yearly rep visits to independent shops, restaurants and bars to 750,000.

Gary Black, CCEP sales director of wholesale and convenience, said: "The support includes advice on stocking a broader portfolio of soft drink brands and formats

including low- and no-sugar varieties."

Asked about the investment programme, retailers told RN that CCEP needed to improve its rep frequency. David Bynham, of Verlands Stores in Cardiff, said he hadn't seen a rep in five years, but added: "It's good they are putting investment

into helping develop the businesses of the retailers they work with."

Retailer Stephen Hunter added: "CCEP has only visited me for repairs in a year and no one has come to fit racks for the fridges. It's very disappointing."

● **For more on how to request a free chiller, call RN on 020 7689 3358**

Bumper Desperados sales show value of working together

H & Jodies' Nisa High Heath store owner, Amrit Singh, took more than £200 in four hours from Desperados sales as part of a sampling event. The retailer provided catering to promote the Red Stripe and Desperados samples provided by Heineken. Singh said a collaborative approach with suppliers is good for both parties. "It attracted a wider audience to the brand. We sold 25 packs of Desperados and sales grew afterwards."



SYMBOL NEWS



Nisa Local store seeks out sales boost

A Northampton-based retail duo are boosting sales by tracking down hard-to-find products for new customers and ramping up their chilled product offerings.

Paramjit Kaur and Raminder Sidhu, owners of Nisa Local Prentice Court are catering to the growing Eastern European population in their area by increasing the amount of Polish food they stock. Demand for fresh food was met by installing more chillers.

Kaur said independents have an advantage over multiples. "We offer a personalised service that the big chains just can't provide," he said.

Asda shop workers fight for equal pay

Asda shop workers appeared in court on 10-12 October to challenge the company to give them equal pay with warehouse workers.

Law firm Leigh Day represented the staff and claimed the work in both roles were comparable. Its barristers told the judges: "Both the shop floor and the distribution centre staff have similar terms with regards to pension, bonus and holiday entitlement."

"Documentation in handbooks provided to those in both roles do not differ greatly, either."

The case could lead to similar claims from staff at convenience stores owned by wholesalers according to legal experts.

The case continues.

Current franchisees won't be affected 'It provides certainty and relief for my business'

WHSmith set to halt its Local franchise

by Alex Yau

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WHSmith is to halt the expansion of its Local franchise following a £2m annual decline in its high street trading profit.

The decision will not impact the company's 90 existing franchisees, who will still have the option to continue trading under the brand and renew their contracts when expired.

Kamal Sisodia, who manages a WHSmith Local brand in Leicestershire, told RN: "It's a relief because it

provides certainty for my business. My store is the only WHSmith Local in the area."

Purley retailer Shailesh Patel added: "There was uncertainty when I heard of the changes, but it is good news as my business won't be impacted because I've invested thousands into its development."

WHSmith had originally set a target of signing up 500 independent retailers when it was established in 2013. One WHSmith Local franchisee told RN he was not surprised by

its decision. "The reputation has decreased over the last few years. The cost of WHSmith-branded products are quite expensive in comparison to what is offered elsewhere. I've not really had much communication or investment from the company in developing my store, either."

None of the WHSmith Local franchisees were informed of the move before it was announced to shareholders and national media.

The announcement comes as WHSmith revealed high street trading profit fell to

£60m for the 12 months to the end of August. Total revenue also declined by 3% in the same period.

Stephen Clarke, WHSmith group chief executive, said: "We conducted a business review to ensure our high street business is fit for purpose now and in the future."

Despite its decision not to expand the Local franchise further, WHSmith will continue increasing the number of branches operating with post offices from 168 to 208 by the end of next year.

Parfett's switch to save time

A Premier retailer in Huddersfield is to switch to Parfett's Go Local Extra fascia next month to help reduce the time it takes her to buy stock.

Narinder Kaur, of Narinder's Convenience Store, will begin the conversion this month. "I had to go to several suppliers before because Booker didn't have all the stock I wanted in one warehouse and it took up hours of my day."

"I can get all my stock from the Parfett's depot 40 minutes away, which gives me more time to manage my shop," she said. The Go Local branding will be added to the shop front and store fixtures.

NFSP to assist retailers in post office purchasing

The National Federation of SubPostmasters (NFSP) has launched a service designed to assist retailers in purchasing a post office.

The Buy a Post Office service will help retailers create a business plan alongside advice preparing for interviews and

presentations. Any retailer, regardless of whether they are an NFSP member or not, can sign up for a one-off £600 fee.

NFSP director of commercial and retail Troy Gardner told RN: "There's a lot of interest from retailers in buying a post office,

but they must meet high standards, having to present a convincing case on how they would run a branch."

"We want to support any potential new retailers because it's tough enough taking over an existing site. We'll help them to maintain current customers and

existing standards."

The service will also include visits to the retailers every quarter. "We'll continue to help them develop their business," Gardner added.

● **If you're interested in finding more about the service, call RN on 020 7689 3358**

STORE TOUR



£20-£23
Shoppers' average
basket spend

Building a brand for the future

It's almost impossible to drive around East Sussex towns such as Rye, Battle, Northiam and Wadhurst without bumping into a Jempson's store. **Chris Dillon** takes a tour with the Independent Retail Owners Forum to find out what makes this business so special

How did a small family-owned independent business go from a single store in 1935 to one of the largest independent retail chains in the country? For owner Stephen Jempson, the key is to focus on what your brand means to your shoppers.

"Independent retailers have to build their own brands. When we trade our own-label Rye Bakery bread in our own stores, for example, we sell an 800g loaf for £1.71. A mainstream loaf can only fetch £1.25 maximum in in-store bakeries. A loaf of bread costs us very little to make, but as artisan bakers we achieve certain margins and selling prices to maintain our uniqueness," he explains.

This logic is visible in every part of Stephen's award-winning family business. The Jempson's business consists of three supermarkets, in Peasmarch and Rye, three smaller Jempson's Local stores which are between 2,000 and 8,000sq ft, six bakery & café stores and two take-aways. Taking a look inside its flagship 35,000sq ft store in Peasmarch, which claims it is the biggest independent food supermarket in the country, you can see what the Jempson's brand means – traditional, homemade, quality foods.

But the jewel in the Jempson's crown is Rye Bakery, which is centred in a 2,500sq ft industrial unit located a 10-mile drive from the centre of Rye. The unit churns out bread, cakes, doughnuts and more day and night, all under the Jempson's & Rye Bakery brands. "We're an old-fashioned

baker, following traditional recipes. We bake bread through the day, then we start baking the morning buns and doughnuts through the night," Stephen explains.

Having this operation enables the business to effectively print money. "We wanted to move away from the traditional doughnuts with a coffee, because there's a limit to how much people will pay," Stephen says.

"£1.25 is that limit, but we can sell cake for £3.50 a slice. A whole cake at 12 slices is £42 of retail sales. You'll never get that price out of doughnut. Cake is the future."

It's this focus on quality own brand that enables the Peasmarch store to operate on margins above 33%. "This goes even higher during seasonal peaks because people come to Jempson's for something different," he explains.

The store's focus on own brand isn't just limited to baked goods, though. By working with local suppliers, the Jempson's brand extended to beers, ciders and wines to mark the company's 80th anniversary in 2015.

Jempson's knows exactly who it is targeting. Shelves of market-bought fruit and vegetables are flanked by gardening equipment and home accessories. At times, it feels not just traditional but antiquated, until you see the types of shoppers coming in and the £20-£23 average basket sizes they are leaving with.

"We tried to go very upmarket and clinical five years ago, but it just didn't work. I went back, got more competitive



Lose footfall and you have lost any opportunity of working on margin **STEPHEN JEMPSON**



Inside my shop

- ❶ The 35,000sq ft Jempson's supermarket claims it is the biggest independent food supermarket in the country
- ❷ The store focuses on quality, homemade products, but a 'when it's gone, it's gone' wall immediately inside the store promotes value early on
- ❸ Top-quality fruit and vegetables at the front of the store help give Jempson's a premium atmosphere

INFORMATION

Location

Peasmarsh, Rye, East Sussex, TN31

Size

35,000sq ft

Average basket spend
£20-£23

Bestseller

Jempson's own brand



STORE TOUR



4



5

and added an extra £12,000 a week overnight," Stephen says. "You must never lose footfall – if you lose that, you have lost any opportunity of working on margin."

The store balances both by creating different departments. The pharmacy area looks and feels like a pharmacy, with turquoise signs and straightforward messaging, but a few steps away, an area for its premium frozen ready meals feels like a deli, with arty lighting and a tiled chequered floor. This is how the store manages to feel like a cutting-edge wholefoods and charming grocers at the same time.

This is even more impressive considering the size of the stock room. The supermarket runs out of a 750sq ft back room. "We operate on a just-in-time basis. If you have a stock room that's too big, it just gets cluttered. Every night, we make sure the whole place is cleared and then we'll have 12 to 18 pallets delivered, a dozen or so chilled cages and start again," he explains.

By taking the plunge and investing in being Jempson's, not trying to copy anyone else, Stephen has managed to own his supply chain and take control of his business's destiny. ●



6

Inside my shop

4 The Jempson's own brand covers bread, cakes, biscuits and more and gives the store its point of difference, which is crucial in retaining loyalty

5 The store creates different departments for different products – Cook ready meals are sited in a deli-like setting

6 The Rye bakery unit churns out own-brand goodies day and night, which gives the business better control of its supply chain



Want to see more of Stephen's store? Go to betterRetailing.com/jempsons-2018

NEWS & MAGS

Frontline deal for Smiths

Smiths News has extended its delivery deal with magazine distributor Frontline, securing all current distribution territories until 2025.

The deal is a continuation of the current arrangement, which was set to end in 2020. Alongside the extended distributor contract with News UK until 2024, Smiths News has now secured 30% of its total sales revenue for the next half-decade.

Speaking about the deal, Connect Group's CEO, Jos Opdeweegh, said: "Long-term partnerships are central to our business model, allowing us to drive efficiencies and deliver great service for publishers, retailers, and millions of consumers."

NFRN's head of news, Brian Murphy, said: "Ensuring a sustainable route to market and the continuation of the supply chain is of paramount importance, and this is an important step towards achieving that."

"But there is an increasing requirement to realise that ever escalating carriage charges and decline sales is becoming more toxic."

Frontline's 40% share of the UK magazine market includes titles such as Radio Times, Take a Break and Good Housekeeping.

Publisher to be sold following review 'We have a lot of high-quality assets under a large debt'

Johnston Press assets may be split after sale

by **Marcello Perricone**

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Johnston Press – publisher of the i, The Scotsman and dozens of local papers – is up for sale and may have its assets split after failing to refinance its £220m debt.

The decision follows a yearlong strategic review process that started in March 2017, and according to Johnston Press' CEO, David King, the company will probably receive bids for its brands instead of the whole business.

"There is a very strong

likelihood that some people will attempt to bid for particular assets they have a particular interest in," he said. "We will take that on board and consider those things."

However, King revealed the publisher would operate as normal throughout sale negotiations.

"Johnston Press is a strong and resilient business with good profits and strong profit margins, great people and prestigious titles."

"We have a lot of very high-quality assets sitting under a large debt

pile that we inherited," he said.

According to Jack Bhatt, from Universal Newsagent in London, the state of the market means potential buyers may not get much out of it.

"I don't know how much mileage the people who are buying Johnston Press are going to get out of it," he told RN. "Newspaper sales have been gradually declining for years, and aside from the i, whoever buys Johnston Press may not get enough return for their investment."

Responding to the announcement, NFRN's head of news, Brian Murphy, pledged NFRN support during the process.

He said: "Johnston Press owns a lot of local titles that service local retailers, so we hope the negotiations go well."

"The NFRN will continue to play its part in ensuring the local press survives."

The publisher owns more than 100 regional and local publications ranging in size from the Yorkshire Post to the Buxton Advertiser.

Guardian Weekly's new look unveiled

The Guardian has revealed the new look and content of the new international news magazine, Guardian Weekly, available in the UK this week. The magazine will cost £4.50 and have more pages than the newspaper version, but the content will still consist of the Guardian's reporting, opinion and photos, plus crosswords and puzzles. Editor Will Dean said: "The new magazine offers readers extensive coverage of world events, with in-depth explainers and stunning photography."



Eat - Drink - Read



News UK launches shop comp

The Sun and the Times publisher News UK has announced a competition giving one retailer a fully installed conceptual counter unit. The unit includes food-to-go shelves alongside a news and magazines section at the bottom, maximising facings at the point of sale. News UK director of retail sales Neil Spencer said: "We want progressive retailers to work with us in order to realise the true potential of news."

● **Want to know how to enter the competition?**
Email marcello.perricone@newtrade.co.uk

REGIONAL NEWS

NFRN

Republic of Ireland

Anger at illegal tobacco

Republic of Ireland district president Martin Mulligan has expressed his frustration at the continued number of retailers selling illicit tobacco in the region.

Following a 50 cent increase on cigarettes in the Irish Budget, Mulligan has reinforced the need to report retailers committing these crimes.

"It is a big security issue," he said. "We report retailers selling illegal tobacco, but they don't seem to be investigated."

"There is a lot of emphasis on retailers to be compliant, but there are no meaningful measures to scare them, for example, with prison sentences."

"However, there wasn't an increase in excise duty on wines or beers, so that's a good thing to take away from the Budget."

West Midlands

Member shares successes

West Midlands NFRN member Harjit Singh, from H & Jodie's Nisa Local in High Heath, Walsall, has revealed why he joined the federation in 2003.

After being approached by rates agencies, who asked for large payments to reduce his business rates, an NFRN representative visited Singh.

Describing the visit, he said: "I said I wasn't interested, but then he said, 'What if I could save you £1,000?' I took the challenge, and the man called my local council and got me a business rates reduction there and then. I've been a member ever since."



Scotland Call for returns scheme subsidy 'DRS could tip smaller retailers over the edge'

Razzaq: gov't must help shops become greener

by Megan Humphrey

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Scottish national councillor Mo Razzaq stressed to the Scottish Government that retailers should not be left to pay for the upcoming deposit return scheme (DRS).

Speaking on a sustainability panel at the Scottish National Party Conference in Glasgow, alongside Coca-Cola's head of public affairs, Jim Fox, and minister for rural af-

fairs and the natural environment Mairi Gougeon, Razzaq called for subsidies for DRS machines.

"The cost of trading is going up year in, year out," he said. "Retailers are under severe financial pressure, so machines need to be paid for, either by the government or someone else."

"Smaller retailers are community hubs and, if the burden is too high for them, running DRS will tip them over the edge."

Razzaq, owner of a Family Shopper in Blantyre, called for the machines to include a charity donation button. "The charity should be nominated by the local community, not the government," he said.

Meanwhile, Fox added cross-border fraud could be a problem without a UK-wide scheme.

"Some might bring containers from England to Scotland to make a profit," said Razzaq. "Fox stressed the need for the UK to be

united with Scotland on this."

Razzaq also highlighted the benefits for retailers since introducing loose fruit and vegetables.

"I mentioned how the idea was so popular at the Local Shop Summit," he said. "It really does help cut back on waste. What people need to remember is that smaller retailers are sustainable because they care about their community; it's important for them to be protected."

Head Office Smiths carriage win

Smiths News will allow the NFRN to put a case forward for its members when it holds its next carriage charge review.

An agreement was made at the federation's head office last week, between the wholesaler's CEO, Jon Bunting, and NFRN president Mike Mitchelson, national vice-president Stuart Reddish, head of news Brian Murphy and news

operations manager Pete Williamson.

"We've got to start doing it on a more regular basis," said Mitchelson. "We disagreed on the carriage charge increase following our protest, however, before Smiths makes a decision on carriage charges in the future, we will be able to put a case forward for our members. It's becoming the final straw for them."

The meeting was the first presidential meeting with senior representatives from Smiths, following a pledge at this year's Annual Conference to improve communication between the NFRN and its industry partners.

"We must keep meeting these people so they are aware of the challenges our members are facing," added Mitchelson.



Upcoming regional trade events

Christmas Trade Day @ Suman Bros Fireworks Watford

Date 25 October, 9am-8pm

Location Crown House, Otterspool Way, Watford

NFRN/Smiths News Stockport Trade Day

Date 25 November, 9:30am-2pm

Location Lingard Lane, Bredbury Park Industrial Estate, Bredbury

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

YOUR VIEWS

IT'S NOT JUST ACCESS, IT'S EDUCATION

Harris Aslam, Greens of Markinch, Fife



We're taking part in the Scottish Government and the SGF's Healthy Living Programme and I think the whole philosophy is exactly what this report is aiming to do – to improve the range, quality and affordability of fresh produce and other healthier products in convenience retail stores across Scotland.

However, rather than improve access, I think the major challenges we face is the consumer's perception – especially of ranging and pricing

in convenience stores. This is definitely something that we need to challenge if we are going to be considered as part of the answer to healthier living.

Many stores do a fantastic job, not just in meeting local demand for healthier foods, but actually driving demand itself.

For instance, I have had children who have never tasted a cucumber before come into the store as part of our education projects.

When that is your starting point, it

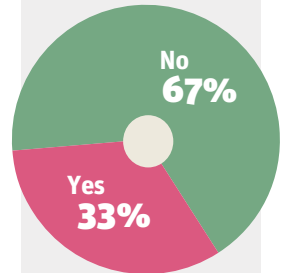


becomes apparent that this is an issue that goes further than availability, it's about education as well and there's a lot to be done in that area.

If, when working out access to fresh, healthy food in different parts of the UK, the new research

into 'food deserts' fails to take into account or even acknowledge the role of independent convenience stores in giving access to healthier products, this says as much about the quality of the research as it does about the convenience sector itself.

RN READER POLL



Would a potential ban on junk food promotions impact your business?

NEXT WEEK'S QUESTION

Do you offer enough healthy and affordable products for your customers?



Vote now at
betterRetailing.com

Royal Mail must play fair in future

It was fantastic to see Royal Mail's theft of high-value customers put in the spotlight after years of this practice.

It's an issue I've heard from nearly every sub-postmaster I've spoken to, but, despite repeated complaints to the NFSP and the Post Office, there doesn't seem to have been any change.

We need to keep the pressure on to demand fair treatment from Royal Mail and the Post Office.

This includes the difference in prices we can offer customers compared with when they go with Royal Mail direct, and the way we are treated in terms of remuneration from the Post Office.

I hope RN will keep investigating these important issues where others have remained silent.

An anonymous sub-postmaster

Royal Mail denies that it targets Post Office customers in any way



What's been happening to RN deliveries?

I've missed four editions of RN in the past three months. When I phoned my local Smiths depot about the latest instance, they claimed it is because they were not sent adequate copy numbers.

I'm selling my shop, so it doesn't directly affect me, but there must be other shop owners out there missing out on RN. It's the only place to read

about news specialists, so it's vital that it gets to where it is supposed to.

Mark Ansell

Liskeard News, Cornwall

Jack Courtez, editor of news at RN, responded:

"We are sorry to hear about the delivery issues. We have checked and can confirm that news wholesalers were sent the right number of editions. We will be challenging Smiths and Menzies on their fulfilment. For anybody who has experienced similar issues, please let us know on 020 7689 3394."

VIEW FROM THE COUNTER with Mike Brown



Stokesley's annual food festival took place on 6-7 October, but the weather was atrocious, with heavy rain and high winds. An event like this usually draws a lot of people into the town, but the weather won on this occasion. However, we shop owners don't let the skies dictate our performance.

At our Teesside NFRN branch meeting, part of the evening is spent looking at products and services that have been successful and, hopefully, will put money in member's tills. One of the best ideas came from Jason Birks, who was visiting from Durham branch. The service is called Key Nest – a secure key exchange for Airbnb hosts and property managers that use local shops to store their keys. The commission for us is £1 per key uplift. Of course, the idea is that it will increase footfall and key collectors may purchase something in the shop. With the popularity of Airbnb and a growing rental market, it is well worth having a look at.

My wife and I attended NewstrAid's annual charity fundraiser at Sunderland Greyhound Stadium. In the last race, everyone on our table put their money on my namesake Keen Michael, and it won. We all went mad and it rounded off a great evening. As part of our Remembrance Day efforts, we had a great response to the request for volunteers, all 7,000 poppies have now been sown onto the background. The next phase of the project will be the construction of the display on 26 October, so I will send pictures to RN for the 1 November edition.

PRODUCT NEWS

What's new



Feel free to eat as many as you like

Jealous Sweets' Tropical Wonder treats are vegan, gluten-free and contain only 133 calories per portion. The sweets are also sugar-free.

RRP £1.29

Contact sales@thejealouslife.com



We do like to be beside the seaside

Shore's Sea Salt & Balsamic Seaweed Puffs are crispy seaweed puffs with finely milled sea salt sweetened by balsamic vinegar.

RRP £1.19

Contact hello@shoreseaweed.com



All we are saying is give peas a chance

Bepps' puffs are packed with protein and fibre, and are available in three flavours: Sweet Chilli, Sea Salt & Black Pepper and Cheese.

RRP 99p

Contact hello@beppsnacks.com



Festive celebrations

Mars Wrigley Confectionery has launched its first advent calendar for Celebrations. It will be available from November with an RRP of £2.79.



Zero sugar, all spice

Coca-Cola European Partners is adding a limited-edition Cinnamon variety to its Coca-Cola Zero Sugar line-up in time for Christmas.



Feeling chilli

Cofresh is urging retailers to capitalise in the rising demand for global flavours with the launch of its Khatta Meetha and Chilli & Lemon mixes.



Cheesy alternative

In response to increasing demand for free-from alternatives, Dairy Crest is expanding its Cathedral City portfolio with a range of lactose-free cheddar.



Not just any old banger

Clonakilty Food Co has extended its Sausages (454g) listing with Booker, so they are now available in selected Budgens stores at a RRP of £2.90.



For the kids

Bassetts Vitamins is adding a new product to its range: Omega-3 + Multivitamins pastilles in Orange flavour for three-to-six-year-olds.

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Mints win prizes

Mondelez's latest promotion for Trebor, Trebor Win Small, offers shoppers the chance to win more than 10,000 cash prizes.



Blooming marvellous

Kara has launched its new bread bloomers range, with three new thick-slice options and the recipe now offering a lengthened shelf life.



Udderly delicious

Shaken Udder's new Dreamcap range is available in Oh La Latte! and Chocollush flavours in a 330ml Dreamcap carton.

Costcutter guide to help drive drinks

by Priyanka Jethwa

priyanka.jethwa@newtrade.co.uk

Costcutter is encouraging retailers to capitalise on the premium beer and cider market through its new deal with craft ales distributor EeBria Trade.

The deal gives stores access to products from 80 craft breweries. All can be ordered online and delivered to store. The symbol group has also launched a guide to give retailers data on the bestsellers, market trends, merchandising information and layout suggestions.

The guide will also list the sales-driving events, including bank holidays and football tournaments.

Rachael Grist, category manager at Costcutter,



said with the craft beer category worth more than £150m and with the average price per litre at £4.46 – almost double that of the beer market – it presents retailers with an opportunity to increase premium sales.

She added: "Our guide is tailored to each of our

individual store owner locations, showing which brands will attract the most shopper interest and basket spend.

"It also highlights the most popular national beer and cider brands, and, again, is tailored to each region."

Diageo adds Black Raspberry winter edition to vodka range

Diageo Reserve has introduced a new variety to its premium Ciroc Vodka portfolio with the addition of limited-edition, Black Raspberry.

The brand's first-ever winter edition comprises five-times-distilled Ciroc Vodka with black raspberry essence, and follows flavour launches, including Summer Cola and French Vanilla.

The new flavour will be available in a black-and-gold bottle, and taps into the growing market for premium spirits.

Rich Larkin, head of Diageo Reserve GB, said: "Ciroc is a brand rooted

in style and celebration, and the latest variety adds vibrancy to cocktails both out in bars and restaurants, or in the home this winter, just in time for the celebratory season.

"It's a great time for premium vodka, which remains in growth by both volume and value, up 10.5% and 9.4% respectively, with Ciroc driving this, up 14.4% by volume and 24.6% by value."

Ciroc Black Raspberry is launching across the on and off-trade, and will be on-shelf from 19 November, at an RRP of £39.

Taste up, calories down

PepsiCo's new packaging for its Snack-a-Jacks brand aims to increase sales by emphasising flavour.

The new design also highlights the calorie content, in line with the current trend for healthier eating and drinking.

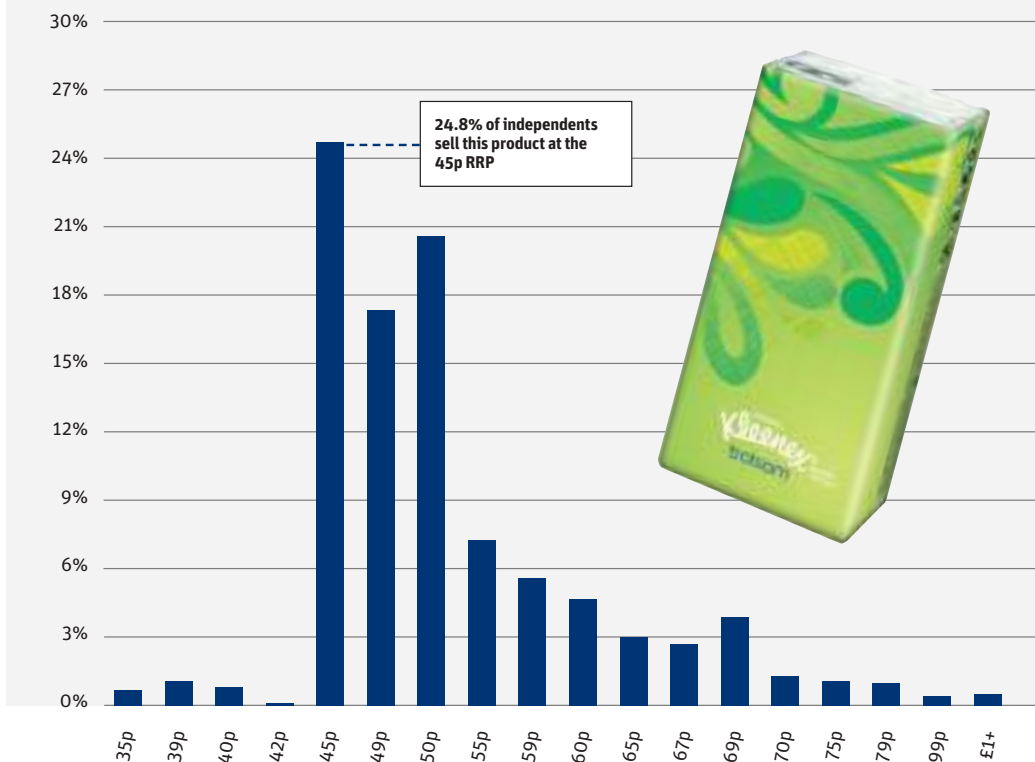
Helen Strachan, Snack-a-Jacks brand manager at PepsiCo, said snack brands must invest in the interest in health.

"Each Snack-a-Jacks Jumbo rice and corn cake contains 62 calories or less, and they are packed with wholegrain rice and corn, making them perfect for shoppers seeking healthier products," she said.

PRICEWATCH

Profit checker Personal care

KLEENEX BALSAM POCKET PACK TISSUES Price distribution %



Analysis and retailer insight

The 12 lines selected for our Price-watch data this week are not always stocked by the multiples in the formats that are most popular in convenience stores.

This is because, in cases such as Dove Cream Bar or Bic Disposable Razors, multiples prefer to stock larger multipacks, and this is where

independent retailers can compete. Rather than spending £2 at Sainsbury's for an eight pack, customers can visit their local independent and buy a single pack for 53p.

Independent stores can win loyalty by meeting these distress or top-up purchases with a convenient format that no one else nearby is stocking.

The temptation by independent retailers is to source larger multipacks to compete with the multiples head on, but every store will be serving a different demographic.

According to the ACS, 54% of convenience customers typically walk to their local shop, so perhaps stocking larger packs may be a turn-off.

Price checker

PRODUCT

Kleenex Balsam Pocket Pack Tissues

Insette Extra Hold Hairspray
200ml

Silvikrin Maximum Hold Hairspray
250ml

Wisdom Toothbrush Medium

Listerine Cool Mint Mouthwash
250ml

Dove Cream Bar
100g

Silvikrin Firm Hold Hairspray
250ml

Gillette Shave Foam Sensitive
200ml

Fixodent Denture Original Cream
40g

Lynx Shower Gel Africa
250ml

Gillette Shave Foam Regular

Bic Disposable Razors Orange Sensitive
5-pack

Total

Ralph Patel

STORE The Look In
LOCATION Woodmansterne, Surrey
SIZE 450sq ft
TYPE village

TOP TIP

Pick the right products at the right prices from your wholesaler to ensure you make the best possible margin



We stock a range of pricemarked and non-pricemarked personal care items. Items such as toothbrushes and mouthwash mostly come in pricemarked packs, as well as some sanitary care lines. These usually afford us reasonable margins, but it doesn't always work that way. For personal care items that don't come pricemarked, we round the amount up. For example, if something has a £9.57 RRP, we'll push it up to £10. It's important to be mindful about what shoppers are willing to pay and you have to use your own judgement.

Duncan McCutcheon

STORE McCutcheon Newsagents
LOCATION Tyne and Wear
SIZE 300sq ft
TYPE village

TOP TIP

Find out what nearby shops are selling and at what price, then determine your prices according to that



I stock mostly pricemarked personal care items, such as men's shaving foam, hair bands and sanitary care lines. Being a Premier store, we only shop at Booker Wholesale and price-marks work best for us because we are next to a Co-op. As a result, pricemarking has become the only way we can compete, as the larger stores offer the same services and products as us. Booker normally has sanitary care on promotion, priced at £1, which is popular. Every retail operation is different, so it's about learning who your competition is.

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Data supplied by



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

	AVERAGE UK RETAIL PRICE*	BOOKER RRP	RETAILER 1 LOCAL SHOP IN WEST SCOTLAND COASTAL VILLAGE	RETAILER 2 POST OFFICE AND SHOP IN CHESHIRE VILLAGE	RETAILER 3 NEIGHBOURHOOD STORE IN FORMER DURHAM MINING TOWN	RETAILER 4 TINY LOCAL SHOP IN NORTH YORKSHIRE VILLAGE	RETAILER 5 LARGE SUBURBAN C-STORE IN CARDIFF	RETAILER 6 CITY CENTRE NEWSAGENT AND C-STORE IN EDINBURGH
	53p	45p	55p	69p	45p	45p	49p	65p
	£1.25	£1.15	–	£1.24	£1.29	–	£1.15	£1.49
	£2.60	£2.59	£2.59	£2.33	£2.59	£2.59	£2.69	–
	£1.27	£1.79	£2	–	£1.10	£1	–	£1.99
sh	£2.74	£2.79	£2.79	£1.99	–	£2.79	–	£2.99
	95p	–	99p	£1.39	–	£1.50	89p	99p
	£2.62	£2.59	£2.59	–	£2.59	–	–	–
a	£1.60	£1	–	£1.99	–	–	£1.49	£1.99
	£2.90	£2.59	£2.59	£3.49	£2.89	£2.59	–	–
	£2.17	£1.50	£1.60	£2.69	£2	–	£2.49	£2.99
	£1.56	£1	£2.29	–	£1.80	£1	£1.29	–
	£1.25	£1.45	–	£2.49	£1	£1	£1.29	£1.49
	£19.95	£18.45						

* from a sample of 3,500 stores

SUPERMARKETS

TESCO 1	SAINSBURY'S 2	MORRISONS 3
60p	–	–
–	–	–
£3	–	£2
–	–	£1.07
–	£1.50	£2.44
–	–	–
£3	–	£2
£1.50	£1.75	£2
£3	£3	£3
£1	£1	£1
£1.50	£1.75	–
–	–	–
£13	£9	£14

Abdul Arain

STORE Al-Amin Store
LOCATION Cambridge
SIZE 2,000sq ft
TYPE town

TOP TIP

Specialist suppliers' buying power enables them to offer you better prices on personal care items



We stick to RRP or pricemark to reflect value for money in the personal care category. I find that, with products such as washing powder, shoppers stick to certain brands, such as Persil and Ecover, because that is what they are used to; in this category, few people go for value brands. Most people also buy single toothbrushes. We mainly buy from Booker, Bestway and sometimes specialist wholesalers and suppliers such as Kingsway and Quick-save. We also work directly with bigger suppliers such as Procter & Gamble and Unilever.

Meten Lakhani

STORE St Mary's Supermarket
LOCATION Southampton
SIZE 2,800sq ft
TYPE city centre

TOP TIP

If you want stock to sell fast, price it lower. With £1 toothbrushes, you can still make a 30% margin



For toothbrushes, we stick to the RRP or sell them at £1. When we have put the price above this, they don't sell as well. The overall profit margin, when you work out the amount of sales, is higher when at £1. For example, we can get through a case of toothbrushes a day when it's priced at £1 – there is a better volume of sales. Wisdom and Colgate are bestsellers, as is Tusk Hunter deodorant, followed by Impulse. When Premier has a promotion on it, we like to stock up. When it comes to soap brands, Easy is a bestseller in the sub-category.

INSIGHT



Make your confectionery profits bloom

In its latest piece of activation for the confectionery category, Mondelez International last week opened up a pop-up shop for Cadbury Roses in central London. Mondelez's trade communications manager, Susan Nash, speaks with Tom Gockelen-Kozlowski

Last year was the biggest Christmas ever, and it can only go one way," Susan Nash, Mondelez International's trade communication's manager, explains – suggesting confectionery may provide a solution to retailers with concerns over Brexit, margins and the many other issues they face.

Last week saw a brief return to 2018's long, hot summer, and with it came an unforeseen and much-needed opportunity for stores to boost those soft drink, beer and ice cream sales.

And if Susan Nash is right, perhaps it's not the only FMCG miracle that the year has in store – could a bumper Christmas provide the sales boost that will, albeit

temporarily, give stores the boost they need?

That's what Mondelez expects and, despite other challenges for traditional categories such as confectionery, such as the rise of fresh and chilled and growing health concerns, there is confidence from the supplier.

"Confectionery is strong for convenience – it's one of those categories that customers buy on impulse – so it is a great business driver," Nash says.

Ahead of Christmas – and with the Cadbury Roses 'Thank You' campaign in full flow – Susan Nash speaks to RN about the market, how stores can boost their profits and why it's going to be another great Christmas.

1 We're now investing in one of our biggest brands

This autumn, we're really celebrating Roses in its 80th year. It's a £40m brand and it is the number-one sharing product in its segment and is strongly associated with 'Thank You'. It is a great opportunity for convenience, particularly as a 'Thank You' brand, as it is an all-year-round gift product. It has that flexibility for the retailer as it's relevant during big events and it's also relevant outside the seasons.

2 There are great profit-boosting trends out there

Premiumisation is one – we're seeing consumers saying, 'If I want a treat, then I want a big treat.' Then, with the ageing population, we are also seeing the importance of heritage brands – Cadbury, Bourneville, these have really loyal fans and consumers trust them. It's great for retailers because they can trust that these are products that will sell through on their shelves.

3 Think about your Christmas shopper missions

One shopper mission is that emergency purchase and if you think about it that's what convenience is all about. It's the place that you go to get something you need, and need quickly. It's the ideal place to have good-value gifts and is flexible in terms of the opportunities it serves.

4 Take a step-by-step approach to the festive season

Start small with your impulse products early on, then as the countdown goes on, make sure you have some key lines such as advent calendars. As you get closer, the magic of Christmas really kicks in – then it's gift products, too.

5 Investing time in great theatre will pay off

It's about giving your shoppers added value. And with a great display you might trigger the thought in your customers' minds that they need to buy a gift. You can then meet that need and stop them going somewhere else. Christmas is a great opportunity and last year was the biggest opportunity ever – I'm sure it's only going to go one way this year. ●

NEWS FEATURE

Helping our customers be healthier

With new evidence coming to light about the importance of local shops in offering affordable access to healthy food where supermarkets do not wish to trade, **Tom Gockelen-Kozlowski** speaks to a top retailer about the ways independent retailers can fill the gap



Providing communities with access to fresh, tasty food is one of the essential roles of a local shop. And while many communities will only rely en masse on their local store on rare occasions, research from the Guardian has exposed a range of so-called food deserts where supermarkets have not opened and access to quality, affordable fresh produce is limited.

Here, it is independent retailers who offer communities vital access to a healthy diet.

"There's no excuse," says Linda Williams, who has spent years helping widen access and demand for top-quality food in and

around her Premier Broadway Store in Oxfords, Edinburgh. "There's a store near us and it sells no fruit and vegetables at all," she adds.

Traditionally, many stores might have been intimidated by the healthier categories, but increasingly, help is at hand to ensure businesses can manage these products and meet the growing demand for healthy options.

With independents' role in making Britons eat better so clearly underlined by the Kellogg's-backed research, Linda Williams gives a five-point guide to sourcing great fruit and vegetables and making your store healthier.

1 Create the space you need

About eight years ago, we put in a 3.7m chiller for our fruit and veg. We made the conscious decision to stock as many types of fruit and veg as we can. We chose to take the wastage and, over a period of time, we gained a reputation as a place where customers can buy fruit and vegetables.

2 Knowing how to buy

One way to limit wastage, and ensure your stock will be of the best quality, is to buy little and often. We've found customers don't want to buy a big bag of apples or onions, for example, so it makes sense to have loose veg like this, too. We get fruit and veg through our symbol group, but we also go to our local fruit and vegetable wholesaler – by looking for bargains and buying seasonally, you can get margins above 50%.

3 Help your shoppers to buy healthily

We have recipe cards around the fruit and vegetables as well as the fresh meat to promote healthy food to shoppers. The Scottish Grocers Federation supplies a lot of PoS, which can help stores with that, too. We also had success by creating meal boxes – along with a recipe card – for different meals people could cook at home. It's changed slightly now that we have had an Aldi open up nearby, but they were really popular when we first started offering them.

4 Bring the community into your project

We work with the local primary school and have been invited in to give healthy breakfasts to school children. Children can buy a single piece of fruit from our store and on the fifth day they get it free. That means a free piece of fruit every week.

5 Make healthy eating a part of every category

We've also recently invested in our food-to-go offer. I always have a salad option on offer and I've noticed more people asking for healthy options. If someone asks for a cheese or beef sandwich, I give them free salad, too. ●

Flavour sells

Lucozade Energy's Claire Keaveny transformed Nathan Vimal's chiller and provided some simple category tips. Four weeks later, RN finds out whether his sales have increased as a result



DRIVE SOFT DRINKS SALES IN YOUR STORE

For more of Nathan's shop and for more advice, go to betterRetailing.com/grow-sales-flavour-results



FOCUS ON NATHAN VIMAL

Brookside Service Station, Reading, Berkshire

"I was initially surprised by the number of cherry and apple-flavoured drinks that were added to the chiller because we are a petrol station, but they sold very well. People bought them on their way to work, which I didn't expect. I am really pleased with how my fridge is now – it looks much neater."

EXPERT ADVICE

CLAIRE KEAVENY

Senior Brand Manager, Lucozade Energy



"We are thrilled to see that the work we have done with Nathan has led to such a significant uplift. Building his range out with more flavours has captured shoppers' attention and we are sure his sales will remain strong over the coming months, too."

CHALLENGES AND CHANGES

- **Visibility:** Nathan's bestsellers as well as low and zero-calorie drinks such as Lucozade Zero weren't standing out. These were positioned at eye level to draw customers' attention and encourage additional purchases.
- **Choice:** Nathan's fridge wasn't encouraging impulse purchases, so new and popular flavours, such as Lucozade Energy Cherry and Larazade Croft Apple, were added, which take advantage of the existing Lucozade Energy link-up with Tomb Raider.
- **Availability:** Nathan wasn't using the chiller space effectively, so multiple facings of popular products were added to make it look more attractive and fuller. It helps shoppers to make quick decisions and encourages them to buy on impulse.



THE RESULT

33%

The sales increase based on four weeks' trial data



LUCOZADE ENERGY'S TIPS

- 1 Stay on trend by stocking popular cherry and apple-flavoured drinks.
- 2 Engage with media campaigns and offer limited-edition drinks.
- 3 Offer zero- and low-sugar options, placing them next to bestsellers.
- 4 Add visual impact to your chiller with multiple product facings.

KEY LESSONS

- 1 Put bestsellers at eye-level to draw your customers to the chiller with something they recognise.
- 2 Engage with marketing campaigns featuring new or limited-edition flavours of the products to create excitement.
- 3 Tidy up and add multiple facings of popular products to your chiller to create impact and encourage purchases.

Before



After

WINES & SPIRITS

Good tidings, better profits

Independent retailers have a huge number of opportunities to grow wine and spirit sales as Christmas arrives – parties, last-minute gifts and post-dinner night caps to name just three. **Tom Gockelen-Kozlowski** and **Toby Hill** take a look at the market

The average retailer stocks

50

lines of spirits but only sells

19

per week

They might have seemed like challenges to the wines and spirits category at first glance, yet suppliers are adapting their offers to take account of this year's big trends: growing demands for low- and no-alcohol, premium, craft produce and lower-priced discount products.

RN brings together some of the

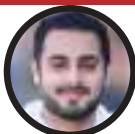
suppliers who are doing the most to ensure retailers will have a bumper year while gaining advice from store owners on the things every business can do to grow sales in the run-up to the festivities.

Bring your staff into your plans, read on and decide: what will be your strategy for success in the wines and spirits category this year?

My advice: Make up Christmas hampers

Faisal Naseem

Party Time Premier,
Arbroath, Angus



We make Christmas hampers with wine as the main product, alongside woollen toys, shortbread and Christmas-themed confectionery. A bottle of mulled wine has to go in, then we'll also include a couple of bottles of local wines, to keep it authentic: recently we've sourced from a company called Cairn o' Mohr, which makes very fruity wines. The hampers aren't expensive, at £25, and we don't make huge profit margins, just 15%. But it's about the fact we offer something that others don't, which gets customers through the door.

One quick thing you can do: Find wholesaler promotions now and keep the stock for the last weeks before Christmas when you can increase your margins.



People want to try something new at Christmas, but often aren't sure what

UK gin sales have hit

£1.5bn

with pink gin accounting for nearly

12.5%

My advice:

Run samplings to give people ideas in the run-up to Christmas

Mo Razzaq,

Family Shopper,
Blantyre, South Lanarkshire



People want to try something new at Christmas, but often aren't sure what. So, we'll give them some ideas by offering samples. For example, last year we did prosecco cocktails with blackcurrant, merchandising all the relevant ingredients around the sampling stand. We also let people sample malt whiskies, as people are often put off by the price, and place cheese next to the malts to give people a serving suggestion. And samples of gin cocktails were really popular, too, boosting our premium gin sales.

One quick thing you can do:

Put PoS and promotions for any spirits behind the counter – in the gantry area, if possible – to catch customers' attention. »

WINES & SPIRITS

My advice:

Convince people to try own-label wine

Joe Williams

The Village Shop and Post Office, Hook Norton, Oxfordshire



We face a lot of competition in our area from specialist wine stores. But we also find that people are increasingly price-conscious, and that good value is a priority. We stock a range of own-brand Spar wines, which are pretty nice, for £5 or £6. Some people have the perception that it's not going to be good quality, so to counter that I'm planning to run tastings in mid-November. We should be able to make it work: sales of own-label products across the store have gone up 20% since moving to Spar.

One quick thing you can do:

Do your research and look for interesting products that your customers can give as gifts as Christmas approaches.



Gin is booming and there is currently a real unmet demand for credible low- or no-alcohol alternatives

At-home cocktails

Tia Maria

Alistair Pummery

Off trade brand manager, Tia Maria

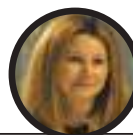
This Christmas, we expect shoppers to be on the hunt for ingredients to create the classic Espresso Martini as well as experimenting with different cocktails, all in the comfort of their own home.

Non-drinkers

Gordon's Ultra Low Alcohol G&T

Faith Holland

Head of category development, Diageo GB



Gin is booming and there is currently a real unmet demand for credible low- or no-alcohol alternatives. This is why we have developed and launched Gordon's Ultra Low Alcohol G&T – a low-alcohol drink in two flavours.

Premium mixers

Schweppes

Amy Burgess

Trade communications manager, Coca-Cola European Partners



At Christmas time, people will be looking for something special to add some sparkle to their celebrations. We've seen demand for premium products go up as more people choose to socialise at home.

Trading up on wine

Hardys VR

Andrew Nunney

Category, shopper and insights director, Accolade Wines



Consumers will be on the lookout for more premium wines to cater for events such as Christmas Day lunch and Boxing Day lunch. A range of options should be stocked for consumers who want to trade up, but are not confident in what to choose.



Diageo has followed demand and created a low-alcohol G&T

Other top products for Christmas 2018

Absolut:

Alongside Jameson and other key spirits, Absolut is part of an eight-week campaign from Pernod Ricard to increase awareness of premium spirits among customers and retailers.



Echo Falls Prosecco:

There's nearly a third of the population who are still yet to be fully introduced to the prosecco boom, according to Accolade Wines, meaning there's a lot of room for growth.



Captain Morgan:

Available across grocery and convenience, the iconic Captain Morgan label has been replaced with seven different names: Drama, Banter, Comedy, Genius, Retro, Clueless and Karaoke.



“

Nearly a third of the population is still to be fully introduced to the prosecco boom

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HEALTHIER LIVING



RN briefing: How the industry is reacting

With obesity levels rising and legislation growing at nearly as fast a rate, the food industry is reacting to customers' increasing moves towards healthier products. **Priyanka Jethwa** speaks to key industry figures about the ways in which retailers can benefit



So, where are we so far with the healthier trend? Over the past few years, there has been an increased focus on living better and healthier. This has transformed the way people shop for food and drink: more of us are paying closer attention to our calorie intake, being mindful of nutritional benefits and gravitating towards products that boast a reduced salt and sugar content.

This movement has led to legislative action in the form of the sugar levy on soft drinks, which was introduced in April, and proposed action against displaying confectionery on countlines and near tills in store – both designed to encourage more shoppers, especially children, to consume less sugar. How can you capitalise in a seg-

ment that is under so much public scrutiny? We speak to suppliers Britvic, Nichols, Perfetti Van Melle, KP Snacks, Wessanen and Weetabix, all of whom have either reformulated, redesigned and reformed their products, and find out first-hand – from display, flavours to range: how can retailers benefit from this mega trend?

SOFT DRINKS GO SUGAR-FREE

In 2017, sales of diet soft drinks drove value sales across convenience and impulse at 12.3%, indicating a shift in behaviour toward perceived healthier drinks.

Trystan Farnworth, commercial director for convenience and impulse at Britvic, says to gain a share of this growth, retailers must dedicate space to categories such as water, water plus, natural energy



**Always
make sure
single-serve
drinks are
kept chilled
and ready
to drink**

and no-added-sugar carbonates. He adds: "Always make sure single-serve drinks are kept chilled and ready to drink straight away to drive impulse purchases."

But while offering options from each of these categories, it is equally important to offer a range comprising new, exotic flavours, and Ed Jones, senior customer marketing manager at Vimto Soft Drinks, says sales of watermelon-flavoured drinks in particular are growing at 3.6%.

"Vimto Remix Watermelon, Strawberry & Peach is available in various formats and priced at various varieties, and taps into this flavour trend," he adds.

WHAT YOU CAN DO: Trial new products, but watch your sales. Find out which ones work best in your area. »





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*Ceuta Healthcare, in-market sales, Jan-Aug 2018 v. Jan-Aug 2017 **Ceuta Healthcare, in-market total sales

HEALTHIER LIVING

LOWER-SUGAR CONFECTIONERY

Whether it is because of growing health concerns or the number of government initiatives, one thing is clear: an increasing number of shoppers are looking for low-sugar and sugar-free confectionery, which falls under 100 calories.

This has led to a 20% growth in the so-called 'better for you' confectionery category, implying people who may have moved away from confectionery previously may now be re-entering the category.

This year, Perfetti Van Melle introduced Fruittella 30% Less Sugar sharing bag-style sachets containing 99 calories per serving, and Mark Roberts, the company's trade marketing manager, says the launch meets this growing trend. "As a category, 80% of sales are purely based on impulse," he says. "Displaying a range of low-sugar and sugar-free options beside full-sugar, clearly signposted, helps consumers make a conscious choice when selecting their purchase." **WHAT YOU CAN DO: Speak to your customers and let them know their sweet treats no longer have to come with quite so much health-related guilt attached.**

LIGHTER SNACKS

When shoppers are looking for snacks, 34% of them are searching for a healthy product and 49% will choose crisps or a savoury snack over a sugary option, according to data by Mintel. This means the industry is encouraging retailers to dedicate more space to lighter snacks and smaller formats to appeal to those consumers looking for healthier alternatives.



Matt Collins, sales director for convenience, wholesale, discounters and foodservice at KP Snacks, says snacks such as Pom-Bear, which contain fewer than 100 calories per pack, can help increase profit because it appeals not only to those looking for lighter snacks, but also those looking for gluten-free foods.

"We know that 15% of households are currently avoiding gluten and wheat, but many still want a popular branded snack," he says.

WHAT YOU CAN DO: Review your range. Are you offering modern brands and formats for your customers?

PROTEIN-RICH SPREADS

Creating a prominent display comprising gluten-free and/or protein-rich spreads, blocked together, helps shoppers with specific diets find what they are looking for quickly and more easily.

With more shoppers looking for more than just low-calorie and low-fat options, one of the biggest trends in the spreads category, says Alan Bird, commercial director at Wessanen, is the demand for protein-rich foods. "Consumers are taking a more-rounded approach to health, which is reflected in the foods they are buying.



They want to feel more energised and able to support their all-round health, from heart to bone and digestive health," he says. The company encourages stores to stock its Whole Earth Hi Oleic Smooth Peanut Butter and Whole Earth Almond Butters. **WHAT YOU CAN DO: Use clear signposting so shoppers don't miss it.**

NUTRITIONAL BREAKFASTS

Home breakfasts remain king, but a large proportion of consumers are looking for healthy options they can eat, or even drink, on the go to fit in with their busier lifestyles.

Research by Omnibus shows that 24% of shoppers buy breakfast on the go once a week, with 45% spending £2 to £3 per trip and 34% spending up to £5. This means there is definitely room for retailers to capitalise if they tap into right trends.

Kevin Verbruggen, head of brand at Weetabix, says 45% of consumers want more protein in their diet and retailers can capitalise if they tap into these trends. Stocking options such as the Weetabix On the Go drink (original and protein), which is growing at 51% year on year, can increase profits, he adds.

WHAT YOU CAN DO: Look at your healthier offer by time of day: do you have a choice for busy shoppers for every meal? ●



Big brands are offering both health and treat options



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*Contains naturally occurring sugars. **Kantar bespoke research, Convenience shopper missions, 2016. *Source: IRI 52w/e 16/06/2018, total convenience, value sales.

†Actimel: IRI, Value Sales % Change YOY, Actimel Strawberry 8 pack only in Convenience 52 w/e 02.12.2017. ††IRI, L52 w/e 24.02.2018, Total Convenience.

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THIS WEEK IN MAGAZINES



Launch of the week

A MINDFUL WAY TO KEEP DOGS FIT AND HEALTHY

Immediate Media looks to combine the increasing interest in wellbeing with the British public's long-standing love of pets with this holistic guide to canine care

EDITION DOG MAGAZINE is a unique mix of mindfulness and wellbeing magazine, aimed at dog owners looking to make informed choices.

Focused on a holistic approach to dog health, wellbeing and nutrition, this Warners Group Publications title includes advice, recipes, product reviews and a few light-hearted stories to inspire readers into caring for their dogs.

The first issue talks about dogs' emotional intelligence, how to care for a senior dog and the use of acupuncture, so retailers serving many pet owners should stock this title.



EDITION DOG
On sale 25 October
Frequency monthly
Price £4.85
Distributor Warners
Display with Your
Dog, Dogs Today,
Dogs Monthly

My week in magazines



Marcello Perricone

Magazines reporter

marcello.perricone@newtrade.co.uk

TRUST IS PRINT'S MOST VITAL ASSET IN A DIGITAL AGE

This week, two events involving celebrities threatened to destroy trust in magazines. First, Hollywood actress Drew Barrymore appeared in an allegedly fictional interview in Horus, the in-flight magazine of airline company EgyptAir.

A few days later, the Sunday Times magazine claimed actress and activist Rose McGowan called the #MeToo movement "a lie" during an interview, prompting her to lambast the publication, which led to an apology from it.

While these might seem minor, they have the potential to snowball with devastating effect. The media is constantly under attack with claims of 'fake news', yet printed titles still enjoy a significant amount of goodwill.

According to a report by research and data insight consultancy Kantar, 65.6% of readers in the UK trust what they read in print magazines, versus 45.1% trust in online outlets and a deservedly abysmal 28.9% confidence in the accuracy of social media. Trust is an integral part of magazines' continued existence and one of their biggest advantages over digital media, and retailers should be well aware of any developments that may increase or lower readers' trust in a specific title.

With titles such as the Guardian Weekly joining the market, trust is an ever-important issue – the Guardian brand was named the most-trusted news brand in the UK in last month's PAMCO report, and that gravitas will translate to magazine sales.

Newsagents can't do a lot to affect readers' views of magazines, but they should still keep track of the most reputable ones – in a world of 'fake news', printed and trustworthy magazines will always have a place.



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SYMBOL KEY



Price change



Launch



Frequency change



Bumper issue



One shot



Special issue



Free gift



Competition

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**BBC GOOD FOOD XMAS**

- This is a bumper issue with more than a 100 recipes, cooking advice and awards for the best-tasting supermarket ingredients.
- The magazine also comes with a free 2019 calendar and a 12-page how-to guide to Christmas food, including turkey carving.



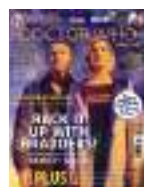
On sale 25 October
Frequency monthly
Price £4.60
Distributor Frontline
Display with Delicious, Healthy Food Guide

**BREATHE JOURNAL**

- The team behind Breathe magazine are launching the third edition of the Breathe Journal, offering advice for women looking for inspiration, reflection, self-exploration and creativity.
- The magazine comes with a 52-week journal to help readers plan their daily lives.



On sale out now
Frequency one shot
Price £9.99
Distributor Seymour
Display with Breathe, Simple Things, Flow

**DOCTOR WHO MAGAZINE**

- This sci-fi magazine includes interviews, features and behind-the-scenes looks at the production of the 55-year-old BBC series.
- December's issue includes a look at the next four episodes of series 11, following the premiere of the franchise's first female Doctor.



On sale out now
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Star Trek Magazine, Radio Times

**CARDMAKING & PAPERCRAFT**

- This hobbyist magazine includes instructions, guides and tips to tackle projects big and small.
- The November edition focuses on The Snowman's 40th anniversary, and includes instructions on how to make pop-up box cards.



On sale 25 October
Frequency monthly
Price £6.99
Distributor Frontline
Display with Simply Cards & Papercraft

**FOURFOURTWO**

- Aimed at football fans, this sports magazine features news, analysis and match reviews from championships around the world.
- This month's issue looks at the club wars of Barcelona, Norwich and Flamengo in the 1980s and 1990s, alongside a history of the best set pieces.



On sale out now
Frequency monthly
Price £4.99
Distributor Marketforce
Display with When Saturday Comes, Striker

**STAR TREK MAGAZINE**

- This 14-year-old magazine is dedicated to the 52-year-old sci-fi movie and TV series.
- The penultimate issue of the year looks at Sir Patrick Stewart's return to the franchise as Captain Jean-Luc Picard, alongside exclusive interviews with cast members from previous shows.



On sale out now
Frequency bimonthly
Price £4.99
Distributor Marketforce
Display with Star Wars Magazine, Empire

SPECIALIST CHOICE
DANIEL MCCABE,
MAGALLERIA, BATH

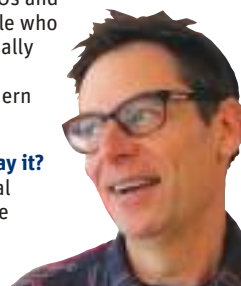
On sale out now
Frequency bimonthly
Price £5
Distributor Seymour

COURIER**Who buys it?**

This beautifully designed magazine is aimed at under-40s and readers of Monocle who are entrepreneurially minded and interested in modern business culture.

How do you display it?

We display several copies on both the business and the lifestyle shelves.

**Bestsellers**
Computing

Title	On sale date	In stock
1 Computeractive	24/10	<input type="checkbox"/>
2 PC Gamer	18/10	<input type="checkbox"/>
3 PC Pro	11/10	<input type="checkbox"/>
4 Computer Shopper	11/10	<input type="checkbox"/>
5 Custom PC	11/10	<input type="checkbox"/>
6 The MagPi	25/10	<input type="checkbox"/>
7 BDMS Guide Book Series	27/09	<input type="checkbox"/>
8 BDMS PC Knowledge Series	25/10	<input type="checkbox"/>
9 Imagine Smarttouch Series	25/10	<input type="checkbox"/>
10 BDMS Desktop Series	30/08	<input type="checkbox"/>

Data from independent stores supplied by

Smiths News

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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	33	60	8.99
British Steam Railways	33	50	1.99
Build the Jaguar	83	100	8.99
Build Your Own R2-D2	93	100	8.99
Cake Decorating	32	90	3.99
Classic Dinky Toys Collection	21	60	11.99
Enhancing Your Mind, Body, Spirit	93	120	3.99
Magiki Cuddle Buddies	25	30	3.99
My Animal Farm	69	70	5.99
Star Wars Helmet Coll'n	73	80	9.99
Zippo Collection	81	100	19.99
EagleMoss			
DC Comics Graphic Novel	82	100	9.99
Game of Thrones	59	60	9.99
My Little Pony			
Colouring Adventures	84	80	4.50
Star Trek Ships	135	130	10.99

Title	No	Pts	£
Hachette			
2000 AD			
The Ultimate Collection	30	80	9.99
Art of Quilting	46	150	3.99
Assassins Creed:			
The Official Collection	40	80	9.99
Big & Little Crochet	17	72	4.99
Classic Routemaster	39	130	8.99
Draw The Marvel Way	73	100	4.99
Marvel's Mightiest Heroes	126	130	9.99
The All Killer No Filler			
Deadpool Collection	4	60	1.99
Transformers GN Collection	48	80	9.99
Warhammer	56	80	9.99
Warhammer 40,000: Conquest	7	80	1.99
Panini			
F1 Collector	66	70	10.99
Marvel Figures	20	84	11.99
Supercars	4	60	2.99

Collectables

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

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

Newspapers

Daily newspapers price/margin pence/margin %				
Sun	50p	11.15p		22.3%
Mirror	75p	16.05p		21.4%
Mirror (Scotland)	75p	17.12p		21.4%
Daily Record	75p	16.05p		21.4%
Daily Star	40p	7.26p		22.5%
Daily Mail	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 6-7 October

	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Telegraph	1,050g	155g	80g	4	25g
Sunday Times	910g	390g	30g	3	10g
Times	870g	160g	130g	6	65g
FT	810g	470g	0g	0	0g
Mail on Sunday	795g	395g	45g	2	35g
Guardian	760g	420g	45g	3	25g
Daily Mail	645g	245g	70g	4	25g
Sunday Telegraph	625g	145g	65g	3	45g

Scale of third-party advertising insert payments

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

* By negotiation

Insertion payment guide

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

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