

RN

THIS WEEK

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RN



A first stop for foodies

'RN in America' continues with an in-depth look at a haven for food lovers and eight lessons from top Pennsylvania retailers

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Shaping the future
of independent retail
since 1889



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extensive galleries and news

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WELCOME



Editor - news

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Leading wholesalers, symbol groups, suppliers and convenience retailers gathered at the Gherkin building in London on 1 November, to take part in an intensive day of judging for the Independent Achievers Academy (IAA).

If you've not come across the IAA, before continuing with the rest of this edition of RN or even the rest of this column, I suggest you visit **betterRetailing.com/iaa** and consider what it can do for your store. For no cost, you can benchmark your shop to find out where you can improve, then receive a store review and personalised advice for how to improve. Those that get involved have seen revenue boosts of 30% – not bad for a completely free service.

While those who took part are sworn to secrecy in regards to the decisions for each store, I can talk about some of the things all the best stores had in common: a strategy that is evident throughout the different aspects of retailing, the confidence to see this strategy through and being able to show how this strategy improves a store's profitability.

For example, when it comes to responsible retailing, it's completely acceptable to do things by the book – keep a refused sale log, call your local police officer once in a while, display the correct tobacco signage and introduce a 5p bag charge when it becomes mandatory, but great store owners build their own version of what responsible retailing looks like. Because of this, they are often ahead of the trends and the multiples. The same is true of any other area of your store. In ranging, are you following planograms, or building your own? Is your Facebook page following a symbol group's strategy, or engaging with your customers? Do you rely on suppliers for PoS material, or can you build your own style?

If any of the points above feel unreachable, we can help. The history of the IAA is written by store owners who have taken greater control of their store's destinies and, crucially, made more money doing so.

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BREAKING NEWS

Stores axed in Crawshaw collapse

Northern butchers and food-to-go retail chain Crawshaws has entered administration, with 35 of its 54 stores closed down.

Administrator Hunter Kelly said: "It was not possible to restructure the business by reducing the number of high street stores and expanding its factory shop format and in-store butchery offering."

The butchery concession in Blakemore Retail Spar stores began at three trial sites in October. The concessions, remaining stores and distribution centre will operate while a buyer for the company is sought.

Blakemore Retail confirmed it was "not affected by the developments".

Grocery code expands

B&M Homestores, owner of convenience chain Heron Foods, faces tighter regulation after being added to the Groceries Supply Code of Practice by the Competition and Markets Authority (CMA).

The code aims to stop big grocery retailers abusing their suppliers. Ocado and B&M were added because their annual grocery sales exceed £1bn.

CMA's head of remedies enforcement, Peter Hill, said: "The rules protect suppliers from unfair practices, and ensures retailers can trade with confidence."

The code reduces retailers' ability to respond quickly to changing demands by introducing lengthy processes before they can de-list suppliers or significantly change order volumes.

Multiples undercut indies on cigarettes 'We used to mark up, but now we stick to RRP'

Retailers revert to RRP after plain pack shift

EXCLUSIVE

by Tom Gockelen-Kozlowski
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Retailers who premium priced cigarettes after the introduction of plain packaging are returning to RRP in an effort to remain competitive, RN research shows.

Eighteen months after the introduction of mandatory plain packaging, RN interviewed 11 retailers from across the UK to discover how their sales and category management had changed.

While a survey by

RN's sister title, Retail Express, at the time of the ban found that half of retailers were shunning RRP, the interviews RN conducted show that the number has fallen to just over a third.

Part of the reason for this change has been due to pressure from supermarkets, with many stores reporting nearby multiples pricing significantly below RRP.

"The multiples seem to be selling below RRP as price is a key footfall driver," said Jimmy

Patel, of Jimmy's Store in Northampton. "We did increase them to around a 10% margin, but we are going to nip them back because of market forces."

Amish Shingadia is another retailer who was quick to adapt his range: "We used to mark up prices, but now we stick to the RRP. It is a hard category to grow because there is a declining market, so we want to maintain sales.

"We are looking to do simple things like making a price list to ensure

we are comparable with local Co-ops."

The research showed 81% of stores see tobacco as 'very important' to their business. Despite the government's targeted 66% reduction in smoking by 2040, only 28% of store owners plan to go tobacco-free.

Bal Ghuman, of Premier AK Convenience in Shrewsbury, said: "It's a generational thing. It won't happen in my lifetime."

● **Turn to p27 to read RN's plain pack tobacco report**

Doubts over UK's suitability for DRS

No existing deposit return scheme (DRS) would be suitable for smaller independent stores in the UK and Scotland, according to one of the world's largest manufacturers of reverse-vending machines.

Vice-president of Tomra Harald Henriksen said the UK market is radically different from other countries with successful models and that existing

systems rely on technology that would not be affordable for smaller retailers.

Asked for an example, he told RN: "In Germany, the medium-sized Lidl and Aldi stores are popular. However, in the UK, there are some really big hypermarkets and an enormous number of smaller stores.

"We need to have solu-

tions for the really big stores and for the really small ones, and if those stores are processing thousands of bottles, then we need a system that will handle it. It's a balance between the size of the store and the volume it takes."

The UK and Japan are dominated by small retail spaces that are likely to receive high volumes of

bottle returns. Tomra admitted that this challenging combination means the company is yet to launch a DRS machine that would work in these markets.

Despite industry concerns, the SGF's head of public affairs warned retailers at its annual conference last month that they had to accept "DRS is going to happen".

Halloween events scare up tidy profits for retailers

A Premier retailer in Orpington, Kent, saw a £1,000 sales uplift in confectionery and alcohol following a themed Halloween event. Anita Nye, who had mechanical displays and fancy dress in her store, told RN: "We always make a big occasion of Halloween and we had built up the excitement throughout the day." Similarly, Raaj Chandarana, of Tara's Londis, in High Wycombe, had a £300 uplift in confectionery sales by decorating his shop in a similar Halloween theme.



BREAKING NEWS

JTI expands direct sales scheme

JTI is approaching retailers to join its direct sales scheme that bypasses traditional wholesalers, according to an unnamed industry source.

Those that qualify can receive discounted JTI tobacco products from the manufacturer.

JTI's head of communications, Mark Yexley, said: "JTI has always supplied independent accounts directly across the UK. Recently, given the significant commercial and regulatory changes to the market, JTI has had a number of requests from retailers for direct accounts. We are reviewing these requests on a case-by-case basis and are continuing to develop our strategy for direct deliveries in the future."

Wholesale Goliath is born

The merger of Landmark Wholesale and Today's Group officially completed last week, creating Unitas Wholesale - the UK's largest food and drink wholesale buying group.

"The efficiency of having access to greater scale with fewer points of contact demonstrates independent wholesale is organising itself for the future," said managing director Darren Goldney.

The business development managers, planners, category advice and headquarters staff from both groups have merged, and a unified own-label range has been created. Though current supplier agreements remain in place until 2019, renegotiations for new contract terms will begin in December.

High street plan risks funding crisis Sub-postmaster pay cuts under scrutiny

Gov't fury at Post Office's WHSmith franchise deal

EXCLUSIVE

by Alex Yau and Jack Courtez

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Politicians have expressed anger and concern over the stability of the Post Office network, following its decision to turn 74 centrally managed branches into franchises run by WHSmith.

The Post Office receives £370m in network subsidy payments from the Government as long as it maintains a network of 11,500 post offices.

If the deal goes ahead, WHSmith will have 242 out of 11,547 locations, meaning a collapse of the retailer would put the Post Office in breach of its funding terms.

WHSmith's high street business has experienced 14 years of consecutive sales decline and MPs have expressed doubts about its future.

In its latest financial results, the Post Office admits that falling below the store target would have "consequential financial impacts" for the publicly owned business.

The Post Office was called to attend an emergency closed meeting of the All-Party Parliamentary Group (APPG) on Post Offices on 30 October to explain the decision to increase its reliance on WHSmith.

Sources at the meeting told RN that the Post Office's sales and trade marketing director, Roger Gale, was unable to outline the organisation's contingency plan in the event of WHSmith collapsing.

MP and APPG chair Gill Furniss told RN: "I was left disappointed by the answers from Post Office officials. Despite the Post Office's protestation that there will be a consultation on the closures, it was revealed that the decision to close the Crown Post Office is final and not up for consultation."

Several of the 13 MPs present alleged that cuts to sub-postmaster pay were also destabilising the post office network.

One MP's aide told RN pay levels were "a leading cause of branch closures in our constituency".

Asked to respond to the APPG's concerns, a WHSmith spokesperson said: "Despite the challenges facing the UK high street, more generally, WHSmith is a strong and proven business partner of Post Office Limited.

"We have been successfully operating Post Offices in our high street stores since 2006 and have received positive feedback from our customers, who often comment on the longer opening hours, shorter queue times and more modern environment. All of these Post Offices have opened following a full consultation with the public and key stakeholders."

A Post Office spokesperson told RN: "We are not immune to the challenges facing retailers in local high streets, and we must adapt to changing customer needs by making our services more accessible to customers, for instance through longer opening hours. Our proposal to franchise a further 74 to WHSmith enables us to maintain

branches in town and city centers in a way that's financially sustainable, not just for today's customers, but tomorrow's, too.

"Ninety-eight per cent of the Post Office network is run in this way, on an agency or franchise basis. It's a model that works through delivering the benefits of shared overheads and footfall."

Calum Greenhow, CEO of the National Federation of Sub-Postmasters, attended the meeting and told RN afterwards: "The franchise model is the most appropriate for post office branches and we welcome the announcement to move more Crown offices into independent operation."

"WHSmith is a valued member of the NFSP, and a profitable, growing business with over 225 years of heritage.

"It has been successfully operating post offices since 2006."

Several MPs present said they plan to challenge the WHSmith deal by involving Post Office Minister Kelly Tolhurst.

Post office craft day draws in the crowds

Up to 150 people attended a craft activity day at the Pontilas Post Office in Hereford last week. Nigel Konca, who runs the shop alongside his wife, Sonya Cary, said the event is part of a social inclusion programme. "It allows vulnerable members of the community to stay occupied," he said. "They were able to make lanterns and stained-glass window decorations." The pair also plan to invest £75,000 in the new year to open a health and wellbeing hub.



SYMBOL NEWS

New low-barrier rebate plan

Select & Save has launched a rebate scheme that pays retailers for meeting minimum delivery levels that it claims are lower than those required by other symbol groups.

'Profit in Your Pocket' was launched in partnership with retail support group Store Excel. Retailers signed up to the programme can earn up to £625 in rebates when purchasing products through Select & Save's wholesale supplier, Bestway.

The total spend excludes tobacco and members will also receive free PoS on certain promotions. Store Excel managing director David Gilroy told RN: "This programme is designed for smaller retailers who can't always qualify for the minimum delivery terms required by some symbol groups across the convenience market."

CJ Lang sells eight Spar stores

Scottish Spar wholesaler CJ Lang is to sell eight company-owned stores that do not meet its requirements for a 'modern convenience format'.

The wholesaler, which manages 300 Spars, will add three stores alongside the closures.

A CJ Lang spokesperson said: "It is the company's intention to place these on the open market and seek buyers for them individually or as a portfolio of stores.

"These stores are an ideal opportunity for independent retailers to be part of the Spar Scotland family, though this is not a primary requirement."



Bright future in store for Welsh Nisa

A Nisa retailer in Wales has increased store footfall with the addition of a post office and an increased chilled range. Srinivas Reddy refurbished the 1,200sq ft shop in Llanfairfechan last month and added chillers to accommodate more ready meals and alcohol. "Before we had the refit, it was very dark and the shelving wasn't great," said Reddy. "Now it looks modern and my customers can actually see products properly, and they like what they see."

Supermarkets remain priority for trend and product support Rep visits have decreased

Suppliers are favouring multiples over indies

by Alex Yau

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Suppliers are favouring multiples over independent retailers when providing support on trends and products, according to senior staff from symbol groups and wholesalers.

A senior industry source told RN they had seen a noticeable difference in the way suppliers communicate with major supermarkets. "From my previous experience with the multiples, I've noticed supermarkets are getting more information

and availability when it comes to products," the source said.

"It has an impact on the quality of information provided to independent retailers and they either don't have the proper knowledge to sell products to their customers, or are late to stocking the newest products."

DeeBee Wholesale trading director Andy Morrison added the experience of supplier reps has decreased compared with last year.

"I appreciate some suppliers need to train new members of staff, but

we're getting reps who just aren't as knowledgeable and we're not getting as much information as we would like," he said.

"The territories supplier reps have to cover are getting bigger, but we aren't able to provide retailers with the same detailed information they used to get a year ago."

In comparison, Scottish wholesalers Filshill and United Wholesale Grocers (UWG) have seen no changes in the quality of their rep visits.

UWG managing director Amaan Ramzan, who is also a Unitas Wholesale

board member, told RN: "We're still seeing the same number of visits and detail of information."

The comments come as exclusive research conducted by RN found that the average independent retailer had seen at least a 50% drop in the frequency of in-store rep visits over the past three years.

One retailer said: "I don't get as many rep visits any more, but when I do it's always someone new. It's frustrating not having a rep who's familiar with us as customers or our store."

Spar reverses decline in news and mags

Spar is to make its newspaper and magazine support available to all its retailers, after its independent stores in Northern Ireland reported an 0.8% sales increase under the scheme.

The symbol group began trialling the support programme, which operates under the Spar News Group brand, in its

independent stores earlier this year following a previous roll-out across company-owned shops.

Now being used by 520 independent Spar retailers across the UK, the support analyses sales data from print distributors such as Seymour and Marketforce, alongside wholesalers, each month to determine recom-

mended titles for retailers to stock regionally.

According to the Spar News Group's newspaper and magazines buyer, Alan Sinclair, retailers who have participated in the trial have seen sales increase and unsold stock reduce. "We see newspapers and magazines as an important footfall driver for convenience stores,

which is why we're still investing in helping our retailers develop the category," he said.

"We're already seeing significant growth in Ireland and the South West of England. We absolutely want to make it available to all Spar retailers and offer dedicated support to help them achieve similar growth."

STORE TOUR



1

A foodie destination

For our second 'Store Tour in America', in partnership with the Independent Retailer Owners Forum, **Chris Dillon** visits Giant Eagle Market District to find out how they inspire their shoppers

Building your reputation as food experts takes time, patience, investment and, most importantly, knowledge. The reward for Giant Eagle's 13 Market District stores around Pennsylvania is strong margins in certain categories.

"Convenience doesn't mean cheap, it means good, quick and memorable," says Jon Cox, director of fresh food and beverages. "We enjoy strong margins in prepared food and bakery, but we try to be competitive on meat. We know that the quality of the centre of the plate is why our customers visit us."

The self-styled 'foodie first' store offers shoppers a broad range of food over a mammoth 100,000sq ft shop floor, but uses disruptive displays of cheese, bakery and food to go to break up the experience. Customers are greeted by an expansive selection of organic fruit and vegetables as soon as they enter the store in a bid to address concerns over antibiotics in food and instantly communicate freshness.

"We have customers who drive past other Giant Eagle stores to get here because our organic section is three times as big," Jon explains.

"We've changed our thinking when it comes to organic fruit and veg. We went from having it in its own section, then

alongside non-organic equivalents, and now we are back to having it in its own section.

"With produce, the first decision people make is organic or non-organic, and we found people were getting confused when it was all together."

The shop is a medley of home-cooked smells from chef-prepared meals to go, freshly-baked goods, an antipasti, olive and salad bar and hot soups. While the company's range of ready meals, which are prepared in a central commissary, boast interesting dishes such as meatball fettuccini, chef salads and ham & cheddar pretzel rolls, the company also uses partnerships to offer authentic choices.

"All of our Market Districts have an in-store sushi chef from a third-party company and we receive a portion of their sales. It can still benefit our reputation without us having to become experts at everything," Jon says.

But the business does not just show off its expertise in food to go. Towards the grocery section, there are TVs for cooking demos and live events. "We were the first store in the area to introduce Hatch Chiles, so we showcased a seasonal recipe. Now we're heading into fall, we're explaining how to use pumpkins and winter spices." The 'good, quick and memorable' mantra also applies to



We have customers who drive past other Giant Eagle stores to get here because our organic section is three times as big JON COX



Inside my shop

- 1 Rows of fresh fruit present a wall of colour to customers as they enter Giant Eagle Market District
- 2 By creating displays around themes such as 'cheese of the month', shoppers are consistently encouraged to try new food
- 3 Quality meals are made in store and at the company's central commissary

2

3



STORE TOUR



4

the store's deli, which runs a 'deli in a hurry' display, pre-slicing and packaging deli items every day to shoppers' convenience.

Sustainability is also high on Market District's agenda, with an expansive aisle of dispensers for granola, nuts, grains and beans. "These sections are crucial as stores such as Whole Foods become more popular. Some of these grains can be very expensive and big packs can create waste," Jon says. The aisle also lends itself to sweets and chocolates, reinventing the traditional sweet shop for a modern eco-conscious consumer that wants to control their portions.

The business is now looking into a way that shoppers can use their own containers, combatting plastic waste as well as food. "Sustainability is becoming more important with each generation. For example, my dad doesn't get it, but it's important to me. But the generation below are making decisions on which restaurants they use based on how they

treat animals. Maybe it won't affect businesses now, maybe not even tomorrow, but it's definitely coming, so why put off getting ready?"

At every point, the store's displays and messaging encourages shoppers to engage with their food. It even offers a grind-your-own-coffee maker, allowing shoppers to get hands-on with food, inspire their creativity and enjoy fresh quality. "We are looking at businesses such as Pret a Manger, which makes everything fresh. That model might not fit our business, but we can learn parts from it. In particular, we have learnt to not be afraid of reducing our shelf life in favour of offering fresher food. We have seen that this actually makes our customers come back to the store more often and benefits our reputation overall." ●



Want to see more pictures of Giant Eagle Market District's store? Go to betterRetailing.com/giant-eagle



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“With produce, the first decision people make is organic or non-organic, and we found people were getting confused when it was all together” **JON COX**



Inside my shop

- 4 Grind-your-own coffee is a feature that is becoming more popular in American supermarkets
- 5 Packaging-free aisles enable the store's shoppers to portion control across a broad range of beans, pulses and confectionery
- 6 The store has teamed up with a sushi company to create authentic dishes, and then split the profits

INFORMATION

Location
910 Freeport Road, Pittsburgh PA

Size
100,000sq ft

Opening times
24 hours

Number of stores
13

NEWS & MAGS

Late deliveries bite into revenues 'I've had queues of customers waiting for papers'

Menzies deal is losing retailers £250 a day

by **Marcello Perricone**

marcello.perricone@newtrade.co.uk

Retailers are losing up to £250 a day in sales due to severely late deliveries in the southeast, following Menzies' new distribution deal with Reach inked last month.

Menzies won the contract to distribute Reach's newspaper titles from print sites to wholesaler warehouses, taking over from CIVA Logistics.

Since then, retailers in the Ashford, Eastbourne, and Newport areas have constantly been affected by late deliveries.

Hitesh Pandya, who owns Toni's News in Ramsgate, says the logistical issues are affecting his revenue and his staff.

"Every day that my papers are late, I lose around £250 in sales," he said. "I've had queues of customers waiting for papers in the morning that are arriving two-and-a-half hours late.

"Even worse, I have five delivery people standing around for more than an hour every day waiting for the papers so they can deliver them, which costs me at least £35 a day in extra costs. These

people have other jobs or school to get to, and I have already had three deliverers quit who I haven't been able to replace," he added.

Local retailers said the late deliveries are caused by congestion on the roads between the Mirror's print site and Menzies' Ashford depot. This, in turn, delays delivery rounds that go out to newsagents.

There have been roadworks taking place on the M20 motorway since July, but Menzies has not been able to successfully plan around them.

"John Howard from the Mirror was very nice and

called me to apologise for the issues, but the truth is that, for a logistics company, Menzies has been utterly unable to deal with the issues that have been plaguing their delivery routes," said Pandya.

Peter Williamson, news operation manager at NFRN, said: "We are working closely with Menzies in order to improve the situation."

A Menzies spokesperson said: "We are not aware of any issues with late deliveries in those areas, but our customer services centre will look into this further."

Williams rescues SW papers

British publisher Duncan Williams has purchased eight closed regional newspapers, covering Dorset, Devon and Somerset, with the intention of reopening them.

The View From titles and the Pulman's Weekly News from publisher Peter Masters closed in January. Williams has confirmed he will reopen the paid-for titles over time so they can continue serving their communities.

Williams said: "The titles will all be brought back incrementally. Their community values are certainly part of what makes local media so vital to regions.

"They have suffered from repeat closures and relaunches. Budgets need to be securely in place first off before relaunching the entire portfolio in one fell swoop."

Economist redesign goes big on data

A redesign of The Economist is to give print readers the same level of 'data visualisation' they currently access online. Following feedback from a reader survey, the financial magazine has a new layout and typefaces, and a much-requested full-page, data-based graphic to complement the text-heavy publication. The Economist's head of data journalism, Alex Selby-Boothroyd, said: "Our online readers are used to data visualisation, and our surveys tell us they want more. Each week, our team will create a mind-stretching full-page data visualisation and article."



Dennis launches e-car mag

Dennis Publishing's new motoring magazine, Driving Electric, aims to capitalise on the growing interest in electric cars.

The publication will launch on 12 December with a £5 cover price, and according to managing director James Burnay, it is set to be "the ultimate guide to buying and owning electric vehicles".

He added: "The huge number of electrified cars launching in 2019 onwards, coupled with the explosion of interest in electric cars, shows the industry and car buyers are ready to make the switch. Driving Electric will be there to advise, inform and guide them."

Raspberry Pi looks to fill Future void

Raspberry Pi is hoping to fill the gap left by the closure of two Future gaming magazines with a new videogame title.

The technology charity and independent publisher launched Wireframe on 8 November. The £3 magazine includes sections dedicated to newly-released products

and game development, offering insight into how games are made.

Eben Upton, CEO of Raspberry Pi, said: "Magazine publishing can be challenging; it demands innovation, and doing things a little differently has certainly paid dividends with our other titles. Wireframe

is a vote of confidence in computer gaming journalism, strengthened by a fortnightly model that will enable us to be more responsive."

The title's launch comes a week after Future announced the closure of GamesMaster and GamesTM, reducing its videogame portfolio

to PC Gamer, Edge, and the official Xbox and PlayStation magazines.

Wireframe's editor, Ryan Lambie, said the title will "take a more indie-focused, left-field angle than traditional gaming magazines".

● **To find out how to stock Wireframe, call 020 7689 3350**

£8.30
RRP*

STOCK UP NOW



THAT'S WHY SUCCESSFUL RETAILERS
LIKE KAI, MANPRITE AND PURVESH
WEAR THE CROWN



**Tobacco smoke contains over 70 substances
known to cause cancer**

REGIONAL NEWS

NFRN

London

Smiths service concerns

London district president Nilesch Patel has confirmed an emergency meeting took place with Smiths News last week, following reports of 'a serious deterioration of service levels'.

"We had the meeting with senior management and fed back to them the problems," said Patel. "They said they would get back to us, so we need to just wait and see."

In response to the meeting, a Smiths News spokesperson said: "The NFRN raised concerns about recent service levels from Hemel Hempstead in particular. Smiths has committed to investigate further with Mr Patel."

The meeting comes after ongoing reports from members of missing supplements, newspapers and late deliveries.

Wales

MUP will save cash

Welsh district president Mark Dudden said minimum unit pricing (MUP) will save the region's retailers money.

He plans to discuss MUP in detail at a government sub-committee meeting this week.

"You can buy 18 cans of Carling from Tesco for £10, but in Booker they are priced £13.50 plus VAT," said Dudden. "So, there is hope for retailers."

The meeting comes after the Welsh Assembly invited retailers to provide their views on MUP at a meeting that will be attended by NFRN national president Mike Mitchelson, the NFRN public affairs team and Alcohol Concern.

Scotland

New laws are time-consuming 'We are just having meeting after meeting'

Scottish shops 'bogged down' by legislation

by Megan Humphrey

megan.humphrey@newtrade.co.uk

Scottish retailers are struggling to cope with the increased amount of legislation being passed by Holyrood.

Speaking at the region's council meeting last week, district president Rory O'Brian said dealing with legislation can be time-consuming.

"Retailers are getting bogged down quite simply by the amount of legislation being

introduced by the Scottish government, whether it's to do with recycling or food," he said.

"Westminster, on the other hand, is just focusing on Brexit, whereas we are having meeting after meeting about new legislation, and this has become a bit of a gravy train for some organisations."

However, O'Brian did highlight the advantages of some recent legislation. "I have to admit, mini-

mum unit pricing has been really good for our members," he said.

"They are now able to sell vodka and beer at the same prices that supermarkets can charge."

Members also used the meeting to discuss its district restructure.

"This is really important," said O'Brian. "We have made the decision to get rid of the branches and create one."

The news comes after a number of branches are

becoming inactive due to members being unable to travel long distances to meet around the region.

"Sometimes, branch meetings can be a waste of time," he added.

"Of course, some branches are against it, but the general mood seems to be positive. It's more about having events supporting a larger number of members."

The changes are to be made before National Council in March 2019.

'Exceptional' Baillie wins roll of honour

Former NFRN Scottish district president Robert Baillie was awarded the roll of honour last week by current president Rory O'Brian. "The honour is given to someone who has provided exceptional and distinguished service to newsagents in Scotland," said O'Brian. "This doesn't happen every year; it was a special moment."



South East

Returns failure costs SE shops

Retailers in the south east are being faced with bills of up to £500 due to Menzies' failure to pick up returns from stores.

District president Naresh Purohit said the news supplier only picks up returns three to four times a week, compared with seven.

"I'm cheesed off they aren't picking up my returns every day. The driver says they haven't got

any room, which doesn't make sense because they must leave more behind than they pick up," he said.

"This is causing my invoices to vary. One week we end up paying £500, and the next a lot less.

"They do cancel each other out, but, for a small business, cash flow is very important."

He added: "I am not the only one suffering; retailers complain to me

about this all the time.

"We have all complained bitterly on the helpline, but that doesn't seem to have made any difference."

Purohit confirmed the problems in his store have been ongoing for a number of months and have shown no sign of improvement.

Menzies refused to provide a comment to RN on this issue.



Upcoming regional trade events

National Council

Date 20-21 November, 9:00am-5pm

Location Manchester

NFRN/Smiths News Stockport Trade Day

Date 25 November, 9:30am-2pm

Location Lingard Lane, Bredbury Park Industrial Estate, Bredbury

STERLING

NEW LOW PRICE



MAXIMISE YOUR PROFITS
STOCK THE FULL RANGE NOW

*You are at all times free to price as you choose. New low price when comparing RRP on 30.10.18 vs. 28.10.18 (30g 3-1 £11.10, 30g Pouch £11.00, 50g Pouch £18.10).

INDUSTRY PROFILE

Matthew Goddard

How does the UK's soft drinks and crisps & snacks giant plan to grow the convenience sector while meeting new consumer demands for healthier, more sustainable goods? PepsiCo's head of wholesale trading, Matthew Goddard, tells RN about the company's plans

RN How has your van sales division performed since it launched in early 2018?

MG It's challenging to say how the team is performing as we don't have data to compare it to. The wholesale market is going through an incredible amount of change - we launched our field sales team to make sure our retail customers continued to receive products and support.

RN Tell us about the new products you've launched recently

MG Our new Christmas flavours include Turkey & Stuffing, which proved popular last year, alongside two new flavours: Pigs in Blankets and Brussels Sprouts. I think I can confidently say we are the first in the world to produce a Brussels sprout-flavoured crisp.

It's an impulsive category, especially at Christmas, so new products are key to growing snacking sales. The other major seasonal focus is in sharing. Christmas presents a huge opportunity in the larger-format snacking market.

RN How do retailers balance the huge number of new products that are launched at this time of year with the need to keep a core range?

MG Core really is key, but it is important to understand that 16% of category growth in crisps and snacks is coming from new products. It's about using it in the right way - new products should either appeal to a new market section, such as healthier snacking lines, or drive excitement and interest in store. However, the core range is what shoppers expect, so it should always be present.

RN How would a junk food promotions ban affect Walkers and the crisps & snacks category as a whole?

MG We don't know what a junk food promotions ban would look like, so it's not clear what the effect would be yet. However, we are continuing to work with the Government to reformulate existing products and also build new ones that fall in the 'better for you' category.

RN What role do you see Walkers playing in the new food-to-go model focused on hot food and different chilled offerings?

MG The accelerating food-to-go market is good for crisps and snacks. Historically, it has been a component of any meal deal offering, but with independents there's still a lot of head room to expand these kind of deals, especially around lunch-to-go meal deals. The important thing to remember is that a food-to-go shopper spends three minutes in store on average, so merchandising the food-to-go offering in one



convenient location is the best thing any retailer can do to grow the basket spend for this type of customer.

RN What is Walkers doing to improve sustainability in both consumer and trade packaging?

MG There is no quick fix, but we have pledged that 100% of our packaging will be recyclable by 2025. In the supply chain, we will reduce packaging by 30%. We will trial different packaging materials in 2019, so look out for the changes in store.

RN What is the biggest challenge facing convenience store owners in the crisps & snacks category

MG I would say it is quite frequent to see stores stocking too many types of crisps and snacks, and that's a shame because it ties money up in stock that could be delivering better results elsewhere. My advice is to stock only what is right for your shoppers' missions and to maximise the core range. In multiples they recognise the value of space - for instance giving bestsellers more facings. However, in independents, we often see lines given equal space regardless. ●

Company CV

Company PepsiCo
Head of wholesale trading Matthew Goddard

Profile PepsiCo's portfolio extends across soft drinks, crisps and snacks

Latest news A new 300g 'big bag' Doritos format and limited-edition festive designs across the brand's sharing formats aims to capitalise on Christmas.



YOUR VIEWS

REASONS TO BE CHEERFUL

James Lowman,
chief executive, ACS



Looking at the 2018 Budget, I'd say there's more positive than negative news for our members.

The reduction in rates bills of shops with a rateable value between £12,000 - which are already exempt from paying rates - and £51,000 by a third is significant and positive for our sector. Most convenience stores fall within those bands, so a 'typical' store of 1,800sq ft, and well invested, paying £12,000 in rates, now saves £4,000 a year.

Across the sector, we think this will amount

to about a £50m saving over the course of the two years of the policy.

No shops will lose from this policy, but some won't win, either.

Many petrol forecourt stores have rateable values above £51,000, and we will continue to consult with the Government on this.

One pre-Budget rumour that turned out to be true was the potential introduction of a digital sales tax to level the playing field between high streets and online retailing. Our conversations with



the treasury suggested the focus would be on international co-operation to ensure digital companies operating across national boundaries pay fair levels of tax.

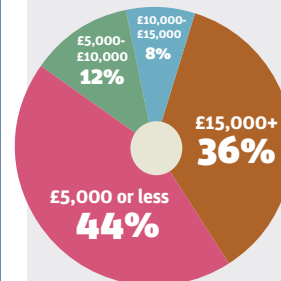
In fairness, it seems that it is the right direction of travel, but I foresee that establishing the finer details will be tricky.

It's not credible to think that raising up to £400m by 2020 is a meaningful re-adjustment of the tax

burden between online and bricks and mortar retailing. If anything, I saw behind this announcement by the treasury that fundamental changes to the business rates system were not going to be addressed until the next revaluation in 2021.

For now, let's give the chancellor credit and welcome the reduction in rates for small stores that will help them invest and grow their businesses.

RN READER POLL



How much have you invested in your store over the past year?

NEXT WEEK'S QUESTION

Have you changed your approach to tobacco since plain packaging?

Vote now at
betterRetailing.com

BAT won't pay out what it promised

Last year, I signed an agreement with a BAT rep that I would receive £300 if I followed the company's display conditions, which I did throughout the year.

However, now that it is approaching the time for BAT to make good on its promise, it is refusing to pay out.

Instead, the rep is trying to leave me with a load of Vype vaping supplies I won't be able to sell.

I am refusing to take this stock, as even if BAT value its vaping supplies at this level, the value to my store is far less. The rep helpfully advised that I could give it away to my customers instead. I was also promised additional payments for stocking BAT's promotions.

As I do not own a mobile phone, the rep promised to scan the barcodes on the outers and process them in order for me to receive the payments.

Despite the rep scanning the barcodes, I never



received any of the funds, worth at least £150.

I wanted to write in to see if there's anything that can be done to force BAT to honour the agreement, and to warn readers about its outrageous behaviour.

Panna Patel
Star News,
Nottingham

Rory Cotter, Head of Trade, British American Tobacco UK, responded:

"Retailers are the life-blood of our business and ensuring a great working relationship with them is very important to us and something we spend a lot of time working on.

In June 2018, we communicated some amendments to the terms of our incentive scheme, MORE, which included a move from reward payments being paid in next-generation products such as e-cigarettes, instead of tobacco products.

"We have received a positive response to the changes from many retailers who have embraced the opportunity to offer alternative products such as e-cigarettes. Star News was included in the distribution of the revised terms, but we would be happy to discuss them further and will be sending our area manager to the shop to arrange any payment that might be due."

AROUND WITH THE ROUNDSMAN

Blanche Fairbrother



I was unable to deliver my Guardian papers on 27 October because my lorry driver managed to forget to offload it. I only realised what had happened when he had gone, and by that time it was too late to do much about it.

They had to wait for him to return with it, which meant it was on a re-run and consequently very late getting into Stratford.

I only had nine copies and wasn't going to make myself late starting my round, so I delivered something else to my customers who receive the Guardian, with an apology. The late arrivals went back as returns the next day.

I would like to congratulate Mike Brown on his award. I can appreciate how pleased he must have felt; even though it's only a few years ago, I can still remember how thrilled I was when the people at Norbury put my name forward.

I got it and had to get all dressed up to have tea in the Lord Mayor's parlour in the council office. Well done, Mike, enjoy every moment of your glory.

On 30 October, I had my first calamity of the coming winter. It was a tad icy, and as I went down the path, my feet went sliding from underneath me and I landed on my back.

It was a rather painful experience, and one I hope I won't be repeating. Anyway, I have stopped using that particular path on icy days. Now I walk down the lawn instead, a lesson that has been learned the hard way.

CATEGORY ADVICE



Sweet treats

RN, along with Mars Wrigley Confectionery's merchandising expert, Sean Thacker, and retail mentor Trudy Davies, visit two local retailers to help them increase their confectionery sales in a matter of weeks

Everyone loves chocolate and sweet treats, but with so many brands and new flavours on the market, how do you merchandise your confectionery to get the best sales results? Mars Wrigley Confectionery's Sean Thacker and retail mentor Trudy Davies visit Yogi Tatla and Jason Bushnell's shops to offer advice on merchandising everyone's favourite treats to increase sales. RN listens in to share some of their top confectionery sales tips.



THE EXPERT SEAN THACKER

Field Sales Representative, Mars Wrigley Confectionery



THE MENTOR TRUDY DAVIES

Woosnam & Davies News, Llanidloes, Powys



FOCUS ON YOGI TATLA

Londis Binfield Road, Bracknell, Berkshire

"I have different shoppers, but everyone buys chocolate, from the multipacks down to the single bars. I do struggle with space, because my shop has a limited amount of shelving for confectionery, but I like to offer as much choice as I can."

Sean advises

"Yogi's shop has so much potential for confectionery sales. He has a gondola fixture opposite the door which is perfect for high-visibility displays. By adding a half-shelf fixture to his main chocolate display, Yogi can double the product range he offers his customers."

Trudy advises

"Yogi's shop is small but perfectly formed. An amazing advantage of this is that the main confectionery fixture is directly opposite the tills. He could use this as a 'treat' zone, keeping the singles upward facing and neat, luring in those impulse shoppers as they wait in the queue."



ACTION PLAN

- 1 Visibility:** Put bestsellers in prime position and give them multiple facings so they stand out. It'll encourage shoppers to pick them up.
- 2 Vertical blocking:** Arrange products in blocks by brand, size and variety, creating a neat display so it's easy for shoppers to find their favourite treat.
- 3 Display:** Display share-size chocolate bars horizontally rather than vertically to catch shoppers' attention and prompt additional purchases.

in association with



MARS WRIGLEY CONFECTIONERY'S TIPS

- 1 Confectionery is a sociable treat, so stock up on sharing bags, which are more popular than ever.
- 2 Chocolate singles are an impulse purchase, so they should be displayed near the till.
- 3 Arrange chocolate neatly and at eye-level so it's fully visible to shoppers, letting it sell itself.

THE OPPORTUNITY



88% of impulsive or 'treat' occasions consist of chocolate purchases



49% of snacking occasions are in the company of others – confectionery is sociable

TRUDY'S TIPS

- 1 Position your high-value products to the right as most shoppers will reach in that direction.
- 2 Prioritise your bestsellers, arranging them at eye-level and giving them multiple facings.
- 3 Arrange vertically by brand so it's easy for shoppers to find their favourite treat.



FOCUS ON JASON BUSHNELL

Budgens Mortimer, Reading, Berkshire

"I already stock a great variety of confectionery, from large sharing bags for people in their cars to single bars by the tills. But I do want to have chocolate immediately visible as people come into the shop. I would like to find ways to invite shoppers in with confectionery."

Sean advises

"Jason's shop is perfect for confectionery sales. He has six large and highly visible gondolas facing the entrance, which are vital for giving shoppers reasons to buy. With chocolate in a shopper's basket, their overall spend triples if they spot it early, so it's worth putting it near the entrance."

Trudy advises

"The shop is large enough to have high-impact displays of confectionery, which really sell to shoppers. Jason could put gifting boxes on top shelves as people regularly associate high-value products with high shelving, and consider placing them to the right, as most people naturally reach in that direction."

Before



ACTION PLAN

- 1 **Impact:** Place confectionery near the entrance, to grab attention immediately. Shoppers not intending to buy chocolate can be tempted if it's in their path.
- 2 **Secondary siting:** Position additional sitings of popular share bags, such as Maltesers Buttons, on gondola ends to give shoppers more opportunities to buy.
- 3 **Presentation:** Chocolate should look enticing to shoppers, so keep your confectionery display neat and clearly priced to make it easy to purchase on impulse.

What happens next?

Over the next six weeks, Yogi and Jason will follow Sean and Trudy's bespoke planogram and advice. We'll track the sales data at both stores to see how the changes affect their sales.



To find out how they get on, look out for RN on

23 NOVEMBER



GET INVOLVED

If you would like to grow your gum sales and improve the performance of your store, call **020 7689 0500** or visit betterRetailing.com/boost-confectionery-sales

PRODUCT NEWS

What's new



Something for baby to savour

Babease baby food pouches use savoury flavours and provides a minimum of 20% protein, including meat, fish and plant-based sources.

RRP £1.20 to £1.50 (130 pouch)

Contact info@babease.co



Game for a new meal experience

Wild & Game's new range of game ready meals include Grouse with Mushroom & Peppercorn Sauce and Pheasant Tikka Masala.

RRP £7 (700g)

Contact mcguigan@wcommunications.co.uk



A new look for an old rum

Goslings Old Rum Family Reserve has launched a new premium look with more contemporary packaging in time for Christmas.

RRP £48.32

Contact info@lovedrinks.co.uk



Quintessentially festive

Quintessential Brands Group has launched its collection of gift boxes and packs to tap into the trend for premium gifts this Christmas.



Citrus sensation

Britvic has introduced a new Mandarin & Lemon flavour for its Drench brand, alongside a new packaging design for the entire range.



Elf-y outlook

Kellogg's 'The Elf on the Shelf' promotion will feature across seven million packs of Kellogg's Coco Pops, Corn Flakes and Rice Krispies.



Jingle all the way

Coca-Cola European Partners' on-pack promotion offers consumers the chance to win tickets to Capital FM's Jingle Bell Ball in December.



Eyes on the pies

Country Range has launched a range of Christmas pastries, including premium minced pies available with sweet and savoury fillings.



Signature move

Scandinavian Tobacco Group has announced it will be changing the name of its miniature cigar brand Café Crème to Signature in December.

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Scotch myths

Diageo's new print campaign for Haig Club, Make Your Own Rules, featuring David Beckham, challenges the traditional myths surrounding Scotch.



Roll up, roll up

JTI has announced new lower RRP's for three of its roll-your-own brands, including Sterling Rolling, Holborn Yellow and Kensitas Club RYO.



Who's your hero?

Black Tower's on-pack promotion offers shoppers the chance to nominate heroes in their lives for a chance to win a luxury weekend for two in London.

Lavazza teams up with football giants

by **Priyanka Jethwa**

priyanka.jethwa@newtrade.co.uk

Lavazza Group has announced a partnership as the official coffee partner for Arsenal and Liverpool Football Clubs.

Lavazza's managing director, David Rogers, told RN the partnership solidifies the company's investment as a premium coffee brand, a trend he insists the independent channel must invest in.

"Independents must provide variety while focusing on bestsellers," he said. "Lavazza has the number-one roasted coffee product in the UK in the independent trade, the Qualita Rossa 250g, available in special price-marked packs."

While the brand's growth in the independ-



ent trade sits at 21% year on year, earlier this year, the supplier relaunched its Carte Noire variety to increase sales.

"Before the product was taken away from the market, it accounted for around 20% of freeze-dry coffee sales in the independent sector, and we're hoping to reignite this," Rogers said.

However, one trend

retailers often ignore is coffee beans, according to the company.

"Consumers are buying machines that need beans, but you rarely see beans in the independents. It's a niche they should take advantage of," said Rogers.

● **To find out more about Lavazza's partnership, call RN on 020 7689 3355**

'Nom Stop' range from Lomond aims to bolster food to go

Lomond Wholesale's new 'Nom Stop' range provides bespoke one-stop systems for retailers looking to expand their food-to-go offer.

The range includes kitchen equipment, branding, a step-by-step guide with crib sheets, a menu display screen and a 'Nom Stop' sign.

Sam Henderson, managing director at Lomond, said: "The wide range of products ensures we're capturing the latest food-to-go trends, from breakfast rolls and sausage muffins to croquettes and cakes.

"Regardless of whether

customers are looking for breakfast, brunch, lunch, dinner or just a snack, Nom Stop has something for everyone, and is a way for retailers to stand out from the competition."

All of the food options are available with allergen information and nutritional data, as well as PoS cards, stickers and posters for retailers to use. Lomond also offers bespoke shop fittings.

Henderson added: "The food options can also be heated in minutes, available to grab and go from hot cabinets."

● **To find out more, call RN on 020 7689 3355**

Birds Eye waffles go healthy

Birds Eye's new Sweet Potato Waffles are gluten-free, vegan and count as one of consumers' recommended five daily portions of vegetables.

They have been designed to bring new consumers to the category and target shoppers seeking alternatives that are perceived as healthier.

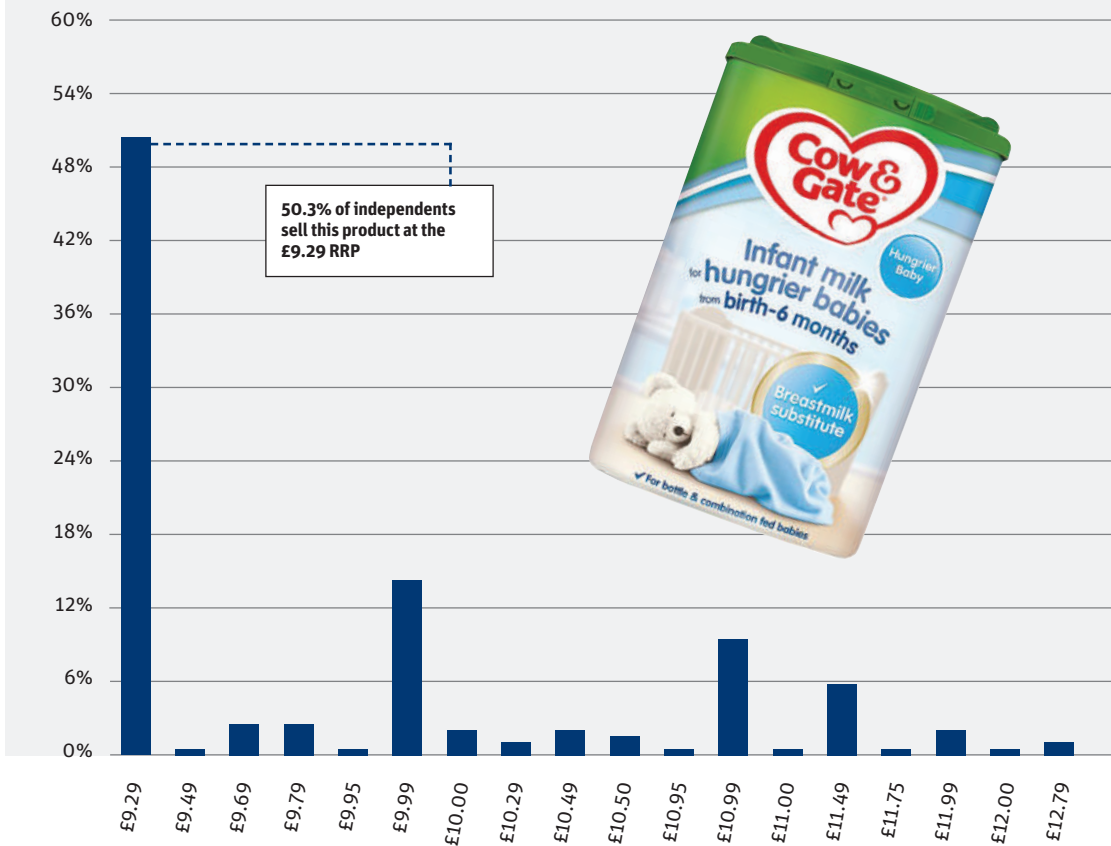
Pete Johnson, general marketing manager at Birds Eye, said: "Birds Eye's Sweet Potato Waffles give shoppers a new tea-time option and allow retailers to harness the love for waffles and sweet potato by offering a product from a recognised brand."

PRICEWATCH

Profit checker Baby formula

Price checker

COW & GATE MILK POWDER FOR HUNGRIER BABIES 800g Price distribution %



PRODUCT
Cow & Gate 1 First Milk Powder 800g
Cow & Gate Follow On Milk 2 From 6 To 12 Months 800g
Cow & Gate Milk Powder For Hungrier Babies 800g
SMA Pro First Infant Milk 800g
Cow & Gate First Infant Milk From Birth 200ml
Cow & Gate Follow On From 6 Months 200ml
Cow & Gate Ready To Feed Milk For Hungrier Babies 200ml
Cow & Gate Follow On Infant Milk From 6 Months 800g
Cow & Gate Premium Baby Milk Birth To 6 Months 800g
Aptamil Follow On Milk 800g
Cow & Gate 3 Growing Up Milk 1 To 2 Years 900g
Aptamil 1 From Birth 900g
Total

Analysis and retailer insight

When they have a hungry baby on their hands and have ran out of milk, shoppers are happy to pay the price for baby formula on their doorstep, which explains why independents are making extra profits in the category.

The multiples beat the average price and Booker's RRP on every

single line, but shoppers are in a completely different mindset when they are in a convenience store. This is the sort of category for which they are not price-sensitive.

Baby care is an often-forgotten category in convenience, but retailers who approach it in a meaningful way have the best chance

of earning loyal shoppers. If you stock the essentials for a newborn baby, and get parents coming to your store for all their requirements from day one, then you can win their custom for the duration, and, of course, parents may also use your store for their own top-up and weekly needs, too.

Nishi Patel

STORE Londis Bexley Park
LOCATION Dartford, Kent
SIZE 1,800sq ft
TYPE residential

TOP TIP
Offer a streamlined range that focuses on the bestsellers in the category



We stick to the RRP because formula is already expensive without raising the price of it. Aptamil is a bestseller for us, and we stock the powder and liquid pre-made cartons. We used to offer SMA, too, but we got rid of it when we decided to streamline our range. I find people come to us for the formula because we're the closest store to them, and prices are pretty much the same if they were going to buy it elsewhere. The baby care category has definitely increased in the past few years, as has the formula segment.



Naresh Gajri

STORE Cranhill Convenience Store
LOCATION Glasgow
SIZE 2,900sq ft
TYPE residential

TOP TIP
Offer a wide variety of baby formula from best-selling brands



We were a Premier store until recently and used to stick to RRP. Around two weeks ago, we became a One Stop and this has dramatically increased our range from a small section to 12 shelves of formula. Cow & Gate is the best-selling brand, and prices on average are around £8.25. There are lots of parents and children nearby, and I'm hoping our larger offering will boost sales. I find shoppers prefer to come to local stores rather than go to multiples for baby formula because we are closer and offer the same prices.

 **Priyanka Jethwa**
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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 LOCAL SHOP IN NEWCASTLE RESIDENTIAL SUBURB	RETAILER 2 LARGE C-STORE IN SOUTH WALES VILLAGE	RETAILER 3 C-STORE AND OFF-LICENCE ON OUTSKIRTS OF WOLVERHAMPTON	RETAILER 4 POST OFFICE AND LOCAL SHOP IN BRADFORD SUBURB	RETAILER 5 NEIGHBOURHOOD SHOP IN LUTON OUTSKIRTS	RETAILER 6 HIGH STREET OFF-LICENCE AND C-STORE IN NORTH LONDON SUBURB
£9.87	£9.29	£10.99	£10.99	£10.99	£9.79	£11.99	-
£9.94	£9.79	-	£10.99	£10.99	£9.29	£11.99	£11.99
£9.83	£9.29	£9.29	£10.99	£9.29	£9.79	-	-
£11.40	£10.99	£12.49	£10.99	£11.99	-	-	£12.49
90p	89p	89p	89p	89p	89p	99p	99p
91p	89p	89p	89p	89p	89p	-	99p
92p	89p	89p	89p	89p	89p	99p	99p
£10.57	£9.29	£10.99	-	£10.99	-	-	-
£10.44	-	-	-	£10.99	£9.99	-	£11.99
£11.81	£11.99	-	-	-	-	£11.99	-
£10.61	£9.99	-	-	£10.99	-	-	£11.99
£12.11	-	-	-	-	£11.99	£11.99	-
£99.31	£70.63						

*from a sample of 3,500 stores

TESCO 1	SAINSBURY'S 2	ASDA 3
£8	£8	£8
£8	£8	£8
£8	£8	£8
£10	£10	£10
75p	75p	-
75p	75p	-
75p	75p	75p
£8	£8	£8
£8	£8	-
£10.85	£10.85	£10.85
£8	£7.50	£7.50
£10.85	£10.85	£10.85
£79.70	£79.20	£71

Dennis Williams

STORE Premier Broadway
LOCATION Edinburgh
SIZE 1,700sq ft
TYPE estate

TOP TIP
 Focus on the bestsellers and core lines in the category



In the baby formula category we stick to the RRP set by Premier, our symbol group. This offers us the best margins - although, they could always be better. At the moment, margins sit around the 25% mark. If they are on promotion, it'll normally be around 20p or 30p off the price, rather than multi-buy deals. SMA is a bestseller for us and we've always stocked that. I find that people don't come in necessarily for baby formula, but they'll pick it up as part of their shop. We have a pharmacy opposite us that sells things like this, but it still pays to stock it.

Suki Khunkhun

STORE One Stop Working with Woodcross
LOCATION Dudley, West Midlands
SIZE 850sq ft
TYPE residential

TOP TIP
 Make sure everything is as visible as possible and follow planograms for help



We recently became a One Stop, which means our prices are set for us. We normally aim for a 25% margin in the baby care category and, through the symbol group, we usually have some sort of promotion. We've been with One Stop for around four weeks now, and the promotions change every two weeks or so. At the moment, Cow & Gate is definitely the bestseller, and we've recently introduced SMA formula as well. The category is definitely growing and is worth investing in as more shoppers look to buy formula.

RN IN AMERICA

Pennsylvania retail study tour

As part of RN in America, **Chris Dillon** visited the best examples of retail in Pennsylvania with the Independent Retailer Owners Forum. Here are the first eight of 16 lessons that UK retailers can apply to their businesses

1 RETAILER: TRADER JOE'S
THE POWER OF OWN BRAND

Everything in Trader Joe's, except a handful of specialist protein lines, is own brand. The company might be owned by a discounter (Aldi), but Trader Joe's uses its own brand to charge a premium, which shoppers are happy to pay for. The products display simple-to-understand ingredient lists, making the brand honest and authentic.



2 RETAILER: TARGET
WELLNESS ICONS

Target has identified 12 icons that appear on shelf-edge labels to help customers find the products that meet any dietary requirements. These include Fair Trade, Gluten Free, High Protein, No Added Sugar, Non-GMO, Nutritious, Organic, Plant Based, Responsible, Simple Ingredients, Vegan and Whole Grain. Shoppers can also scan QR codes around the store to learn more about the ingredients.

Find these Wellness icons on the shelf.





3 RETAILER: STAMOOLIS BROTHERS
KNOW WHAT YOU ARE FAMOUS FOR
 Stamoolis Brothers Company was founded in 1909 by five Greek brothers who came to the United States. The business has a long-standing tradition of bringing quality Mediterranean food to Pittsburgh. At the front of this offer are two ranges, cheese and olives, and the store devotes plenty of space and store theatre to being famous for them. If you want to sample a 235lb Carbonelli Provolone, then Stamoolis Brothers is the only place in Pittsburgh that you can.



474
 The number of Trader Joe's stores



4 RETAILER: TRADER JOE'S
GIVE YOUR LABELS PERSONALITY
 Handwritten labels in independent stores can sometimes look tacky, but Trader Joe's uses them to get across its brand personality and recommend cross-promotions. This helps inspire shoppers, increase spend and cements the store's reputation as an expert for quality food.



RN IN AMERICA

5 RETAILER: WHOLE FOODS
SHOUT ABOUT YOUR EXPERTISE
 Do your shoppers know what you make in store? Do they know what you're selling that was grown or created just down the road? Whole Foods is plastered with signs that constantly remind shoppers of its sustainable values and fresh food.



\$13.3bn
 The annual turnover of Trader Joe's



6 RETAILER: TRADER JOE'S
CLEAR, SIMPLE CROSS MERCHANDISING
 When it comes to creating linked deals, Trader Joe's just takes two items that go together and piles them high. It's a simple solution, but shoppers are constantly picking up deals that include cookies and hot drinks, pasta and sauce, and salsa and crisps, from the end of the majority of aisles.



7 RETAILER: ALLEGHENY COFFEE COMPANY
GO ABOVE AND BEYOND WITH COFFEE
 Coffee to go is now an essential part of every convenience store, so why not be the first in your area to try something truly different? Allegheny Coffee Company boasts the largest range of coffee beans in Pittsburgh, but its draw for customers on the go is coffee on draft, brewed in the city.



8 RETAILER: WHOLE FOODS / TARGET
BE PREPARED FOR THESE FOUR SOFT DRINKS TRENDS
 From foody stores such as Whole Foods to mainstream grocery shops such as Target, four soft drinks trends were clear from the chillers of Pittsburgh's stores: kombucha, cold brew, coconut and chia. Brands that kept coming up included Humm, Suja, Mamma Chia, Tiesta Tea and Backyard Beans.

b For more pictures of some of the best retailers in Pittsburgh, go to betterRetailing.com/pennsylvania





GET £250 JUST FOR TALKING

72%

of smokers would try an alternative tobacco product if it was recommended by store staff.*

59%

of male cigarette smokers are open to buying cigars.**

Research shows that smokers are open to cigars if you talk to them. Every smoker who converts to cigars **can make you up to £250 extra profit** per year**. It's worth talking about.



For more profit-growing tips and a chance to win free stock, visit stgtrade.co.uk



CREATING VALUE FOR RETAILERS



SCANDINAVIAN TOBACCO GROUP

FOR THE INFORMATION OF TOBACCO TRADERS ONLY

*Censuswide UK on behalf of STG UK Limited, 7/3/2018-12/3/2018

**Based on average cigarette margin compared to average cigar profit



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TO VAPE

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TEN MOTIVES

INNOVATION IN CLOSED SYSTEMS

5.2M UNITS SOLD IN 2017[†]

THE #1 UK CIGALIKE*



£5.99
RRP



£7.99
RRP



NOW
AVAILABLE
8 REFILL
VALUE
PACK



18

OVER 18's ONLY. 10 Motives & Cirro products contain nicotine which is a highly addictive substance. Read leaflet in pack.
[†]10 Motives unit 64% share in cigalike format - Nielsen Scantrack, YTD Data to: WE 7.07.2018. [†]Source - Nielsen, UK Market Data, Q1 2018

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TEN MOTIVES

INNOVATION IN CLOSED SYSTEMS

5.2M UNITS SOLD IN 2017[†]



£5.99
RRP



THE UK #1 CIGALIKE*



£7.99
RRP



NOW AVAILABLE
8 REFILL
VALUE
PACK

CHRISTMAS GIFTS

It's the time of giving

Understanding the Christmas gifts market – particularly when it comes to products in convenience stores – means understanding the reasons why customers are coming into your store. **Joanna Tilley** takes a look at four big footfall drivers



WHAT DOES A TEACHER WANT?

The end of term is a time when teachers and pupils enjoy sharing gifts and indulging in sweets and treats. This is a great opportunity, suppliers say, for convenience retailers who can cater directly to these occasions. When it comes to purchasing gifts for teachers, Dean Holborn – director of the Surrey-based Holborns convenience stores – says that tins of biscuits, boxes of cakes and flowers are always a winner at Christmas.

“We sell dedicated Christmas bouquets we make ourselves, which make good last-minute gifts,” Holborn says, adding: “We make a ‘Christmas presents’ display table, too, to make things easy to find and choose from.”

The last day of term is also an

occasion in many schools where teachers and pupils like to dress up, and that is why retailers Nishi and Kiran Patel have been focusing on this trend.

“We sell tinsel and Christmas hats for kids and adults, as well as elf ears and Christmas earrings,” says Nishi Patel, owner of Londis Bexley Park in Dartford. “We are doing quite well on these items. We used to sell bespoke gift boxes in our store but this is no longer working for us. Snow globes are popular and we can sell four boxes over the season,” he says.

KEEPING THE KIDS HAPPY

Many children have a sweet tooth, but the difference at Christmas is that parents are more likely to indulge them. This is why suppliers say retailers should think hard about



We sell tinsel and Christmas hats for kids and adults



how to best attract the attention of children and their parents.

With high margins available, advent calendars are a great way to help increase festive sales. This year, Mondelez has launched a Cadbury Premier League advent calendar, which comes complete with on-pack activation and daily Premier League rewards.

As well as working hard to choose the the right products, retailer Suresh Kanji runs festive competitions on Facebook. “Normally we get our prizes from Booker,” says Kanji, owner of a

Family Shopper in Little Hulton, near Bolton. “Everyone is using Facebook at the moment and it is important to interact with customers – it is like local gossip and definitely helps increase sales.”



CHRISTMAS GIFTS



FOR COSY EVENINGS

With temperatures plummeting, there are going to be more shoppers looking for gifts they can take to friends for a cosy evening in watching Christmas movies. Evening snacking is worth more than £6.5bn, suppliers say, and chocolate is still the first choice for those sharing an evening with loved ones. Yet, while many retailers will already have the bestselling chocolate on their shelves, format and display (again) are two things that suppliers and retailers both recommend stores focus on.

Sree and Surekha Edukulla, owners of North Camp Londis Farnborough, say their Cadbury display helped to increase seasonal confectionery sales by 16%.

Retailers Mayur and Nilam Patel, meanwhile, recorded a five-fold sales increase at their Saxon Fields store in Andover, Hampshire, after using Cadbury-branded PoS in high-traffic areas.

Among the huge number of launches for the festive season this year, Mondelez data shows a big rise in spending on gifting items during Christmas and so hopes products such as Green & Black's Velvet Fruit will be good to have in stock.

But perhaps the surest was retailers can know they've got the correct stock for this Christmas is by looking at the brands which appear on TV and online over the festive period.

Retailer Meryl Williams recommends retailers take a risk over the Christmas period and try new suppliers. "I've just taken an order from a new supplier which does Christmas-themed puzzle gifts," says Williams, owner of Pike's Newsagents in Porthmadog. Another product suppliers say is worth stocking over the festive season are batteries, as they are not always included with toys. GP Batteries offers customers high-performance cells to power their gifts, and are ideal to stock alongside battery-operated games and electronics.

£6.5bn
The value of evening snacking over Christmas, according to suppliers

GETTING SOMETHING THAT SAYS 'WOW'

Undoubtedly the festive period will bring some last-minute dashes to the local shop to grab drinks for Christmas celebrations. And it's more than likely that it will be at the front of the store where people will look for something more special.



But while much of the talk is about premium, artisan gins dominating the premium spirits

market, one vodka supplier says the trend now is more broad – and it's one where convenience is well placed to capitalise.

"This is not about independents vs multiples, it's about meeting the needs of the customer in innovative, high-quality ways with products that customers are proud to give as a gift," says Andy Wood, chief executive of Adnams.

Earlier this year, Adnams Longshore Triple Malt Vodka was the winner of the IWSC (International Wines & Spirit Competition) Vodka trophy.

Holborn, meanwhile, agrees that offering something different is the key to success – across a wide range of categories. "At Christmas, we stock a bake-in-store luxury mince pie from Country Choice."

But it is then, he says, what you do with this range. "We'll sell the mince pies two ways – display them under a glass bell on the sales counter and box them up in cardboard boxes with a film window, which we then tie with ribbon." These special touches, he says, mean retailers can charge a little bit extra for these products.



It's about meeting the needs of the customer in innovative, high-quality ways



THIS WEEK IN MAGAZINES



Launch of the week

FOLLOW THE CLUES TO SUCCESSFUL MAG SALES

The nights are drawing in and consumers are looking for ways to keep themselves and their families entertained. Puzzler Media's new crossword magazine is packed full of cruciverbalist fun

FEW PUBLISHERS KNOW more about the profitability of puzzles than Puzzler Media. Its new title, *Cracking Crosswords*, which arrives as the year ends, is full of crosswords of every variety, shape and size.

This family-orientated magazine features 100 colourful puzzles and themed teasers, plus a free cover-mounted pen.

According to Puzzler's promotion and innovation manager, Shameem Begg, the title is very important because it "fills the gap for a mixed-prize title left by *Chat Crosswords*. Crossword fans will desperately be looking for a magazine to fill the void."



PUZZLER CRACKING CROSSWORDS

On sale 14 November

Frequency monthly

Price £2.49

Distributor Marketforce

Display with Q Coffee-Break Crosswords, Take a Crossword

My week in magazines



Marcello Perricone

Magazines reporter

marcello.perricone@newtrade.co.uk

HELP YOURSELF TO A SLICE OF RASPBERRY PI

As the saying goes, when one door closes, another door opens. Last week, we reported that Future Publishing had ordered the closure of *GamesMaster* and *GamesTM*, two of several videogame magazines in its portfolio.

This week, however, the technology-focused charity and publisher Raspberry Pi has surprised us with the launch of its own video gaming magazine, *Wireframe*.

You can read more about it on page 10, but what's particularly interesting is the message this sends to the rest of the market. A digital-focused company has launched a new print title amid a testing time for the new-entrant, after one of the biggest international publishers axed two of its own titles. Raspberry Pi's move is definitely a bold one.

GamesMaster and *GamesTM* had respective circulation drops of 41% and 26.5% between September 2017 and August 2018, but sold nearly 70,000 copies and generated a combined yearly revenue of nearly £362,000. While the hope is that readers may move to other Future heavy-hitters – such as *PC Gamer* or the official PlayStation and Xbox magazines – there is the chance many will switch to another publisher's titles.

Raspberry Pi has the advantage that it doesn't carry Future's reputation for closing magazines, which may help attract some *GamesMaster*/*GamesTM* readers, as well as give *Wireframe* the extra boost it requires to find a place on the shelves.

Retailers should jump on the opportunity presented by this launch and build a loyal reader base for the title, guaranteeing return sales for as long as the publication runs.

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YOUR HORSE

- Aimed at horse enthusiasts, Your Horse features interviews, articles and advice for horse fans old and new.
- This issue celebrates 35 years of the magazine, and includes a 2019 wall calendar and an exclusive winter feed guide for horses.



On sale 15 November
Frequency monthly
Price £4.25
Distributor Frontline
Display with Horse, Pony, Local Rider, Equestrian Life



MG ENTHUSIAST

- This motoring magazine is dedicated to the British car maker MG and contains news, features and test drives of the brand's petite sports cars.
- The Christmas issue comes with a 32-page gift guide and a 2019 classic car calendar.



On sale out now
Frequency monthly
Price £5.99
Distributor Seymour
Display with Jaguar World, Mini World, Performance BMW



PUZZLER MIGHTY MONSTER FUN

- This new puzzle magazine for children includes dot-to-dot, mazes, i-spy, word searches, spot the difference and colour by numbers.
- The launch issue includes 144 pages of puzzles and activities, alongside free monster stickers and the chance to win a 900-piece Lego set.



On sale 14 November
Frequency bimonthly
Price £4.99
Distributor Marketforce
Display with Rail, Quiz Kids, Junior Puzzles



PERFORMANCE BMW

- This car magazine includes reviews, test drives and tuning guides for fans of the luxury German manufacturer.
- December's issue comes with a 32-page gift guide and a 2019 classic car calendar.



On sale out now
Frequency monthly
Price £5.99
Distributor Marketforce
Display with Jaguar World, Mini World, MG Enthusiast



MOLLIE MAKES

- Mollie Makes is a craft and lifestyle magazine full of original ideas and guides for experienced and novice hobbyists.
- December's edition features a redesigned magazine, with new layouts, typography and a wider range of projects.



On sale out now
Frequency monthly
Price £5.99
Distributor Frontline
Display with Love Crochet, Make Special Cards



NEW HUMANIST

- The only regular title devoted to humanism covers complicated and controversial topics on religion and science.
- This issue analyses the effect of migration on the modern world, alongside essays on the value of libraries and the limits of atheist thinking.



On sale 15 November
Frequency quarterly
Price £4.95
Distributor Intermedia
Display with Prospect, Philosophy Now

SPECIALIST CHOICE
 PAUL BRIDGEWATER, THE CABIN, ISLE OF WIGHT



On sale out now
Frequency monthly
Price £4.60
Distributor Marketforce

RAILWAY MODELLER

Who buys it?

Mainly older males, but a good number of youngsters are taking up this indoor hobby as winter approaches.

How do you promote it?

In front of the top shelf, as men can often reach up and grab them there – I save the middle shelf for women and the lower one for children.



Bestsellers
Arts

Title	On sale date	In stock
1 Leisure Painter	02/11	<input type="checkbox"/>
2 Artists & Illustrators	02/11	<input type="checkbox"/>
3 Artist	02/11	<input type="checkbox"/>
4 Art of Watercolour	21/09	<input type="checkbox"/>
5 Irish Arts Review	16/11	<input type="checkbox"/>
6 Art Review	16/11	<input type="checkbox"/>
7 Aesthetica	04/10	<input type="checkbox"/>
8 Hobbies Handbook	02/11	<input type="checkbox"/>
9 The Art Newspaper	06/11	<input type="checkbox"/>
10 Juxtapoz	28/09	<input type="checkbox"/>

Data from independent stores supplied by **SmithsNews**

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Partworks

Title	No	Pts	£
DeAgostini			
Art Gallery	36	60	8.99
British Steam Railways	36	50	1.99
Build the Jaguar	86	100	8.99
Build Your Own R2-D2	96	100	8.99
Cake Decorating	35	90	3.99
Classic Dinky Toys Collection	23	60	11.99
Enhancing Your Mind, Body, Spirit	96	120	3.99
Magiki Cuddle Buddies	26	30	3.99
My Animal Farm	70	70	5.99
Star Wars Helmet Coll'n	74	80	9.99
Zippo Collection	83	100	19.99
EagleMoss			
DC Comics Graphic Novel	85	100	9.99
Game of Thrones	59	60	9.99
My Little Pony Colouring Adventures	88	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	49	150	3.99
Assassins Creed: The Official Collection	45	80	9.99
Classic Routemaster	42	130	8.99
Draw The Marvel Way	75	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	10	80	1.99
Panini			
F1 Collection	68	70	10.99
Marvel Figures	22	84	11.99
Supercars	6	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	price	margin
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	price	margin
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	27-28 October				
	Total weight	Supplements weight	Ad inserts weight	Number of Inserts	Heaviest ad insert
Sunday Times	1,230g	385g	350g	1	295g
Telegraph	1,210g	155g	150g	9	50g
Mail on Sunday	1,140g	365g	380g	5	295g
Times	825g	145g	65g	5	25g
FT	770g	420g	0g	0	0g
Guardian	690g	330g	100g	6	30g
Daily Mail	655g	245g	80g	4	40g
Sunday Telegraph	650g	120g	110g	5	55g

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	no
0-69g	n/a	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

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16 NOVEMBER



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PLUS

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