SYMBOL stores, as defined by grocery industry research and training charity IGD, provide an increasingly popular option for independents.

And after dropping last year, the latest data from the research charity, working with William Reed, shows the number of symbol stores in Britain is back on the rise.

IGD said growth in the symbols has led to a decline in the unaffiliated independent segment, with these stores typically providing a key recruiting ground for the symbols, as retailers seek to develop their offer in a fiercely competitive market.

A market, it said, that is likely to become much more competitive in the years ahead.

IGD’s chief executive, Joanne Denney-Finch, said: “With other formats such as online and discounters growing in popularity, convenience stores will have to work ever harder to gain growth in the future. However, we believe there are some really clear opportunities for this part of the market.”

“First, convenience store operators have a huge chance to engage the younger generation. One in five 18-25-year-olds mainly shops in convenience stores, which is more than double the number of those aged 26 and over.

“There’s also a huge opportunity for food-to-go, with more than eight in 10 (83%) of c-store shoppers saying they could be encouraged to buy more food-to-go at their main convenience store.”

Joining a fascia group enables independent retailers to benefit from support, advice and promotional materials, allowing them to focus on the day-to-day management of their store whilst giving them the tools to develop it further and move their business forward.

And while there will always be benefits to remaining independent, in an increasingly competitive marketplace with tough trading conditions, there is still an opportunity for unaffiliated Scottish retailers to join a fascia or franchise group to help grow their business and gain extra support to differentiate their offer from the multiples and other local competition.

Whether its a great chilled offer you’re after, food to go or simply the best support package available, there is a fascia out there aiming to meet your needs.

Over the following pages the country’s leading symbol and franchise groups will set out their case as to why you should consider partnering with them to grow your business this year and for many years to come.
Pick your partner – the checklist

- The deal itself. What are the costs of a symbol membership or franchise deal? Are there regular fees or contributions to marketing activity required?

- Refit involvement. Will the symbol organisation require you to carry out a refit? If you do, will the group help with finance, sourcing of services, etc?

- Branding. What’s provided in terms of signage, in-store POS materials etc?

- Cost of goods. How competitively priced is the symbol wholesaler?

- Range. Can the symbol wholesaler deliver a full range of chilled foods to meet growing need?

- The Scottish dimension. While the Scottish market is better understood than it once was, you have to be sure that you can get those important brands and products in all categories that do well in Scotland, even if they are not UK leaders.

- The local dimension. Many stores have found it commercially advantageous to stock local produce, particularly items from local craft bakers and butchers. Will you be able to arrange such lines if you wish? Will you do such deals locally or will it be handled centrally?

- Own-label and value label. You might want to stock very competitively priced products. Does the symbol organisation have a good range of own-label lines?

- Consumer awareness and brand value. Is the fascia brand well known and well regarded by shoppers? Does it advertise? Is its name over your door likely to be a benefit to your business?

- Promotions. Deals have become increasingly important in recent years. Does the fascia organisation run a strong promotional programme featuring products and brands in demand? Does it publicise them well with good leaflets and other work?

- Retailer support. Does the symbol group have business development managers and merchandisers who make regular visits to retailers and advise on ranging, sales and marketing?

Over the past year Scottish Grocer has visited numerous symbol stores that have either switched from being independent, switched symbol or been built from scratch. They include Day-Today The 10 o’clock Shop in Glasgow, Londis Solo Convenience in Baillieston, Giacopazzi’s (Nisa Local) in Kinross and Spar Woodilee Village.
THE world of fascia and franchise stores never stays still for long. So what have the big players been up to lately?

• Still the biggest story at the moment among symbol retailers is the announced merger between supermarket giant Tesco and Booker, the wholesaler behind Premier, Londis, Family Shopper and Budgens.

Booker Group has announced that it is aiming to complete its merger with the UK’s largest supermarket in early 2018 at the latest, although exactly what the impact will be for its symbol retailers remains unclear.

The £3.7bn merger is currently being scrutinised by the Competition and Markets Authority, which is examining whether the deal will give Tesco too large a share of the convenience store market. However, chief executive Charles Wilson has repeatedly stressed the benefits for Booker’s 5,463 independent retailer.

He said: “We are planning to merge with Tesco to create the UK’s leading food business. This merger should deliver significant benefits for consumers, Booker customers, suppliers, colleagues and shareholders.

“We are very grateful for the support of our customers, suppliers and everybody in the group and look forward to making progress in the year ahead.”

• Bestway responded to news of the Tesco/Booker merger by commissioning a survey to find out what independent retailers thought.

According to its results, in response to the question ‘Do you believe the Tesco/Booker merger is good news for the independent retail trade’, 17% of the 2,548 retailers believed the merger to be ‘not good news’ for the independent trade with 11.38% considering it is ‘good news’ and 71.59% ‘not sure’, preferring to wait and see.

Martin Race, managing director of Bestway Wholesale, said: “At Bestway, we do not have any company-owned stores and neither do we have external shareholders to placate meaning that we can invest in customers rather than paying out to investors.

“As a company we have has always championed the independent retailer and always will do. This comprehensive piece of research presents us with opportunities to grow the business as Bestway is a stable, committed and cost-effective wholesaler representing retailers with the best way to grow their food and drink sales.”

• The symbol store pioneer in the UK, Spar said its retail sales figures for 2016 rose by 8.5% to £2.84bn, thanks to a surge of retailers joining the model. It said it added 186 new stores last year to bring numbers to 2,620.

Debbie Robinson, Spar UK managing director, said: “Spar UK is in a fantastic financial position, proving ourselves to be a strong, stable long-term partner to both our retailers and international colleagues. We continue to take a more personal approach with our customers ensuring we have the right products and services.

“Our experience, knowledge of the market and the consumer sets us apart in times when others are finding the marketplace challenging. Our partnership approach and collaborative model provides retail businesses with huge opportunities to grow.

“Our Daily Deli foodservice offering,
more fresh food including butchery and deli counters, and our award-winning Spar Brand range are just some of the reasons shoppers now see us as a go-to destination for great-tasting, fresh food,” she said.

“We have also boosted our digital advertising and targeted our promotions at younger shoppers, which has been really well received, and have been recognised repeatedly over the year with industry awards,” said Robinson.

“Being part of the unique partnership with Spar International gives us the edge in retail, making us a global organisation delivered locally, often through family businesses, and always with passion and integrity,” said Robinson.

“Spar is a family-owned business with 60 years’ operating in the UK, while staying modern and relevant for the shoppers of today – putting us in an ideal position for the future,” she concluded.

• Retailer-owned Nisa says it is continuing to experience growth, closing its financial year having boosted its membership numbers with 545 new stores, equating to a 3.2% increase versus the same period last year.

Retailers have the option to operate under four symbol fascias: Nisa Local, Nisa Extra, Loco and dual branded. Nisa Local and Loco fascias cater for stores up to 3,000 sq ft in size, and stores larger than this can adopt the Nisa Extra fascia. Alternatively, members can choose to opt for a dual-branded store where-by a member can maintain their own local identity whilst also benefiting from the strength of the Nisa brand, or choose to trade under their own fascia to retain their independent heritage and identity.

Nisa recently launched its new Store of the Future 2 Evolution format, which it says offers a greater degree of flexibility to retailers, accommodating the member’s budget and individuality as well as the individual demographic and shopping missions of the store.

A spokesperson said: “The latest concept takes a modular approach to store development allowing the member to hand pick and evolve concepts to suit the needs of their own business, and members who have already implemented the Store of the Future 2 format have on average seen sales increases of around 6%.

“The aim is to give each store a unique quality and selling point, helping retailers to create a point of difference within their store, while opening the format developments to the whole of Nisa’s diverse membership.”

This year Nisa also launched its new five-strong wine range under its own label offering, Heritage. The wines have already seen huge success with over 20,000 cases pre-ordered within the first two days of being launched alone.

Nisa says it plans to continue to develop its Heritage own label range further in 2017 to ensure it offers a relevant, quality range at affordable prices whilst offering a strong margin for members. Additionally, to mark Nisa’s 40th birthday this year it will be celebrating with a campaign that includes a series of special events, promotions and competitions across the year that will champion independent retailers and their contribution to the local communities they serve.

• The rebranding of Costcutter has been gradually rolling out through 2017, with the launch of its first two pilot stores as part of its Shopper First programme.

The initiative, designed to drive retailer sales growth, followed an in-depth study of shoppers and brings together new brand and store design, store-level shopper insights and sales-driving range strategies.

As part of the programme all Costcutter, Mace and Simply Fresh retailers have been provided with detailed shopper profile information for their stores, including details of five core shopper personas.

The aim is to enable retailers to better understand their neighbourhood and use the information to develop a truly local offer to bring new shoppers into their store.

Scotland is still awaiting its first of the rebranded Costcutter stores.

Costcutter announced its rebranding in October 2016, since then opening pilot stores in Darfield and Leeds. The new format is based around the Shopper First programme, urging customers to “shop the way you live”.

Nisa’s recently-launched Store of the Future 2 evolution format is designed to offer more flexibility to retailers. The company reports that members who have already implemented the new format have, on average, seen sales increases of around 6%.
To succeed in retail, you need to stand out from the competition. Whether you’re competing against other independent retailers, symbol stores, the multiples or the discounters, it’s essential that you stay ahead of the game. We know this at Lifestyle Express, so we provide our retailers with all the support, industry expertise and benefits of a national symbol group, while you maintain your independence and run your business your way.

We offer retailers a comprehensive, award-winning retailer package with a proven track record, including bespoke store planning, industry-leading planograms and ongoing advice on range and store merchandising. And now, retailers and their staff can benefit from our online training resource, the Lifestyle Learning Academy.

To equip our retailers with the best possible store to compete against the discounters, multiples and other independent retailers, Lifestyle Express has several store formats: Evolution, Lifestyle Extra, Lifestyle Value and our new premium grey fascia.

Lifestyle Extra is a full-offer neighbourhood convenience store carrying a full range of chilled, fresh and frozen foods as well as all of the impulse and essential categories and services; while Lifestyle Value enables retailers to trade successfully where price and competition are overwhelming factors. These stores offer shoppers an abundance of deals, value and pound zones, leaving customers under no illusion about the value they get by shopping in store. These store formats enable retailers to offer exactly what their customers want and need, tailored perfectly to suit their trading locations.

Our popular, great-value own brand range – including premium and value products – offer excellent margins to retailers. We also offer a range of fantastic money-saving deals on store services, but with no membership fees or hidden costs. There’s no minimum store size or minimum turnover required, just the potential to grow!

And, that’s not all. Lifestyle Express retailers can benefit from regular cash back each year, as well as being able to buy goods at cash and carry prices. We run regular promotions to help you compete locally, which are proven to build business and increase your sales and profits.

As a symbol group, we’re proud to actively support Scottish retailers, we even offer Scottish-specific planograms to reflect the popularity of national products.

With a nationally recognised fascia and branding, we help you to compete within the convenience market where first impressions really count.

With Lifestyle Express you can benefit from:

• **30% growth in sales**
  On average, independent retailers achieve a 30% increase in retail sales after joining Lifestyle Express. Landmark Wholesale has carried out extensive research and identified a comprehensive range of bestselling products. By stocking these, and using our industry-leading planograms, you won’t fail to notice a surge in sales.

• **Essential ongoing support**
  Alongside a Retail Development Manager to help you grow and develop your business, we also have a team of Core Range Advisors who can work with you to identify opportunities to boost your sales and profit. By working with our advisors, you’ll know you have a fantastic mix of key products at different price points to suit all your customers’ needs.

• **Free online training**
  We have launched the Lifestyle Learning Academy, a free online training resource for our retailers. Easy to access anywhere, on any device, retailers and their staff can improve their knowledge and skills in areas such as compliance, age-related sales and health and safety.

• **Earn cash back**
  Lifestyle Express is the only symbol group to reward retailing excellence. We run regular incentives for our retailers, all with the opportunity to earn Cash Back, just for stocking the bestselling products, displaying POS and adopting best retail practice. For retailers, it’s a win-win situation.

**How to join**
To join Lifestyle Express and get your business moving in the right direction, it couldn’t be easier. Just call John Farrell on 07852 248120 or email john.farrell@lmkcc.co.uk.

**Lifestyle Express Fast Facts**
- Average store size: 800sq ft.
- Average store turnover: £12,000 per week.
- Number of UK stores: 1,490 including 300 Scottish stores.
- Joining or membership fee: There is no cost to join or membership fee.
- Minimum store size/turnover: There is no minimum requirement to join Lifestyle Express.
I want to make my own decisions about how to run my business and with Lifestyle Express I get the best of both worlds: the freedom to do things my way, but with a fantastic own brand, incredible promotions and the best support in the business.

Uzair Ali
Lifestyle Extra, Motherwell

“ I want to make my own decisions about how to run my business and with Lifestyle Express I get the best of both worlds: the freedom to do things my way, but with a fantastic own brand, incredible promotions and the best support in the business. ”

Lifestyle Express retailers enjoy:
- Average sales growth of 30%
- Free online training
- A choice of premium fascias
- Full promotions programme to help you compete locally
- Regular cash back
- Ongoing business development expertise and support
- No hidden fees

To realise your full potential, come and talk to us. Give John Farrell a call on 07852 248120 or email john.farrell@lmkcc.co.uk.
Or, to find out more about Lifestyle Express, visit www.lifestyle-express.co.uk
**Today’s The Day!**

Join Day-Today

- To Have A Modern Professional Store
- To Have More Satisfied Customers
- To Increase Your Sales and Footfall
- To be at the Forefront of Convenience Retailing

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- The Biggest & Best Symbol Group in Scotland
- 500 Stores and Counting
- Best In-Store Promotions
- Free Leaflets
- Free POS
- In-House Chill & Freeze
- Market Leading Technology
- Dedicated Support Team, Project Managers, Business Development Managers, and an In-House Merchandising Team.

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Contact Mike Leonard
07341 733 071

www.uniteduk.com

Find us on Facebook
Come join “The SWA Champion of Champions”!

With today’s convenience sector becoming ever more competitive only the strongest, best equipped and most committed stores can thrive and survive. Here at the Day-Today group, we recognise that your image is your strongest asset in independent retailing. First impressions count, therefore it’s vital to get it right first time and make a lasting connection with your local customer base.

The Day-Today group offers retailers the perfect package of a fresh, modern and professional image in your neighbourhood or high street, and combined with the right core range, fantastic value and friendly service, you will have everything in place to succeed.

We have developed a store redevelopment programme that is second to none in the industry, focussed on providing independent retailers with the support they need to stay ahead of the competition.

We have a comprehensive and well designed fascia range, backed by a nationally recognised consumer campaign and underpinned by high-quality fully integrated point of sale material.

Our next generation stores represent an exciting more profitable future for independent retailing. They project a truly professional image, both externally and internally to your customers and everything from corporate colour schemes to store equipment, modelling and ranging planned to the last detail.

The Day-Today family of stores represent local shopping at its very best.
* Unique discount format
* Simple to run & operate
* High cash profit

“I love the simplicity of operating a Family Shopper. It offers my shoppers the best of convenience in a discount format, where they really can get bargains everyday. Having a rationalised range, that still offers choice at low prices, means I run an efficient store and eases my cash flow. Plus the Booker team supports you every step of the way.”

Mr Kumar, Glynneath.

Simply building sales & profits for you
Call Family Shopper today:
01933 371757
Footfall, sales and profits are up!

“Premier understand my business needs, and are always there to support and help grow my business.”

Mandeep Singh, Sheffield.

Call us today! 01933 371246
Nisa Retail is unique in the convenience sector as it is a mutual style company which means it is owned by its independent retail members. Retailers have the option to operate under four symbol fascias: Nisa Local, Nisa Extra, Loco and dual branded whereby a member can maintain their true local identity whilst also benefiting from the strength of the Nisa brand. Alternatively, a retailer can also choose to trade under their own fascia.

Nisa provides a complete retail support package which comprises a strong retail focussed team, an enhanced category management system, a bespoke staff training facility under the Retail Academy banner, and a comprehensive marketing package incorporating bespoke leaflets, point of sale material and national advertising. All of this is in addition to the award-winning supply chain, a strong own label range and over 13,000 SKUs.

Nisa's key focus for the year has been on customer relationships and driving brand standards to be synonymous with customer service and consumer offering. Customer relationships doesn't just refer to the service standards provided, which of course are extremely important, but is also about delivering a proposition the customer can relate to.

Nisa knows that community involvement is key, and our members are able to support their local area through Nisa’s Making A Difference Locally charity, which in 2016 donated over £1 million to charities and good causes throughout the UK.

Within the last year, Nisa has developed its Store of the Future 2 store format, which has seen retailers on average achieve double digit uplift in sales following conversion. This looks at different store formats, customer demographics and shopping missions to ensure the right one is implemented in each location. The analysis behind the development of the new store formats was based on careful consumer research examining shopper missions by location and demographics.

Nisa’s flexible model provides its retailers with an unbeatable breadth of range, with a 98% availability rate, to ensure they can provide a single destination shop for all their customers’ needs. This is supported by Nisa’s award winning own label range, Heritage, which provides retailers with over 800 SKUs which have been reformulated and repackaged to ensure they offer great quality products at affordable prices.

Through Nisa membership, retailers can also source local products and have them invoiced centrally, creating a simpler and more time efficient process. All orders are placed directly with the individual suppliers, deliveries are made direct to store, but the invoicing and administration is managed centrally taking the hassle and complexity away from the retailer.

This is all delivered by Nisa’s industry leading supply chain which retailers can trust with an impressive 99.91% of deliveries made on the day and 95% successfully made on time. In addition to this, Nisa provides retailers with a comprehensive marketing package incorporating industry first bespoke leaflets, allowing members to personalise the leaflets to include local offers, local events and community news, as well as a personalised Nisa FM which provides retailers with a strong radio network for their store.

Perhaps most importantly, Nisa has a mutual model, which is unique to the sector. Nisa is owned by its members and as such, in addition to all of the elements mentioned above, retailers also earn rebates and can enjoy surplus profit share and dividend payments which further add to Nisa’s competitiveness and strengthens its position as the partner of choice.

Join Nisa
“With Nisa, it’s going very well. Its range is unparalleled so I can cover all the bases.”

We’ve been Nisa members since day one when I bought the shop. This was largely to help cater for both old and new customers. For that, I needed a large range of products to pick from at a cost which made me as competitive as I could be.

I married Nisa’s suggested range with what the store already stocked. I wanted to make sure I was giving the existing customer base what it was looking for. New customers have provided the opportunity to stock more indulgent lines.

Ordering is simple and fully automated – we place orders online and they turn up two days later. I came from the wholesale sector, so I know what it’s like, and I can’t fault Nisa at all for availability and the way it delivers to retailers.”

Colin Smith
Nisa Member Since 2014

To find out why joining Nisa is as easy as 1-2-3 visit www.join-nisa.co.uk
Make More and Save More with Londis

Londis is part of the Booker Group, the UK’s leading food and drink wholesaler and is one of the UK’s leading symbol convenience store brands with over 1,800 members across the UK. Londis works in partnership with its independent retailers to provide local communities with all they need in convenience shopping, close to their home.

As well as the strength of a nationally recognised brand, Londis supports retailers with better pricing, market leading ranges, strong promotions, store development advice and a leading supply chain service to help them compete and succeed in today’s rapidly expanding convenience market.

The benefits of the Londis offer include:

• Free Membership
• Competitive cost of goods
• Loyalty discounts of up to 4% on all purchases (Excludes Tobacco)
• Award winning Fresh range with over 1,250 lines.
• Award winning own brand ranges Euro Shopper, Happy Shopper and Farm Fresh.
• A best in class online web ordering system (Londis Webshop).
• Market leading promotions every 4 weeks
• Free Promotion Leaflets and FREE store point of sale support.
• Support from our dedicated Store Development and Retail Development teams.
• Tri Temperature fleet delivering all your ambient, fresh and frozen needs on one delivery
• A best in class forecourt package with a dedicated forecourt team.
• Free Membership of the ACS.

Londis is a flexible symbol partner that has a fully delivered service and support package to suit ambitious independent Scottish retailers with stores from 500 sq ft. up to 2000 sq ft. As a new Londis retailer you will benefit from partnering with Booker Group, the UK’s leading food and drink wholesaler. Londis offers true value with the right range of products at the right prices. We aim to ensure our prices are the most competitive by price checking the Top selling 300 lines on a weekly basis. We provide an industry leading fresh offer with over 1,250 fresh and chilled lines, including fresh food-to-go, fresh produce ranges and meal-for-tonight solutions. Combine this with smart planning, local area knowledge, range optimisation and the symbol group’s expertise in merchandising, so any store can be turned into a highly efficient business that makes more cash profit.

We are committed to helping our retailers Make More and Save More and in 2016 helped our retailers Make and Save an extra £21k. We continue to focus on delivering Better Choice, Price and service for our Independent Retail Partners and supporting them to grow their business locally.

A new and LOWER cost Londis that’s SIMPLER to do business with
“Londis has helped me increase my profits with competitive pricing and a great range just right for my store!”

Bryan Craig
Londis Crianlarich

Join Londis today and watch your profits grow

FREE Membership
FREE Leaflet Scheme
FREE EPOS System
NEW Discount Scheme

A new and LOWER cost Londis that’s SIMPLER to do business with

Be part of the success and call us today!
Call 0808 178 8644 and quote ‘JOIN 05’
or visit joinlondis.co.uk
TO succeed in retail you need to stand out from the crowd, offering something your closest competitors don’t have. And while the right fascia provides support and a point of difference, in-store franchises are providing thousands of retailers with the extra power they need to stay on top.

Subway is one of the largest and best-known franchise companies, with over 2,400 stores in the UK and Ireland, of which over 750 are located in non-traditional sites, including petrol forecourts and convenience stores. As it continues its rapid expansion, Subway is on the lookout for operators who are keen to partner with a franchise and open an outlet within an existing store. According to Subway, a partnership with the brand offers excellent dual-branding opportunities, as well as high rental returns and increased customer market share.

Faisal Sattar owns and operates a Subway store within his Smartways convenience outlet in Motherwell. Since opening the store, Faisal said he had seen the business go from strength to strength due to the customer appeal of the brand.

He said: “We were keen to introduce a strongly branded, recognisable food-to-go offering in our stores, which had wide appeal to all demographics and would increase footfall. We were looking for an option that would make the store a popular destination for food seekers. It was clear there was demand for a Subway store in the local area, and with the cost of equipment and build out at only £70,000 and equipment leasing available, this presented an excellent opportunity for investing.

“The strength of the brand complements our existing services and, as a result, our customer count has increased.”

Subway says its brand has a flexible operation system, meaning stores can be customised to suit the size and physical layout of the space. Unlike traditional food outlets, there is no need for grills or fryers within a Subway store. Its format also means staffing levels can be increased or down-scaled to cover peaks and troughs in customer demand.

• Another recognisable franchise reaching out to convenience retailers is the Post Office. Since it commenced around five years ago, the Post Office’s network transformation programme has continued at pace, at its peak modernising 10 branches a day. Over 1,700 new retailers have joined the thousands of other small businesses which operate a Post Office branch alongside their retail business. Completing the modernisation of its network is the company’s focus for 2017, with convenience operators a crucial part of that.

According to the Post Office, more than 97% of its network is operated on a franchise basis. Runapostoffice.co.uk is the website for retailers looking for Post office business opportunities.
We Help You Fight Back

75% of people now shop at Aldi or Lidl. We’re here to help you win back your customers. Our competitive prices and range of 10,000 lines deliver great margins for you and great value for your shoppers.*

Reason #2

Discover more reasons for us to talk...
Call 01904 486 543

or visit www.costcuttersupermarketsgroup.com
For retailers who want the best of both worlds with fantastic shopper promotions while retaining their independence, there is no better place to look than Bestway and Batleys Xtra Local retail club. With sales in Scotland alone growing at 9%* year on year for club members, Xtra Local continues to deliver for both customers and shoppers.

Xtra Local’s strength is in its simplicity - no joining fees, no ongoing costs, no lengthy tie-ins. Members get the best deals available within wholesale, discounted prices at depots on promotional lines and a six-week buying in period meaning they can take advantage of promotional prices two weeks prior to the promotion going live. In return, members must comply with the monthly promotions and commit to reasonable allocations on promotional products.

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Members get professional advice and support and monthly business development calls; POS packages; bespoke shopper leaflets; and guaranteed allocation of the Must Feature promotions. New members can also receive a striking new Xtra Local fascia. Tony Holmes, retail sales director for Bestway Wholesale with responsibility for Xtra Local, comments: "Over the past few months we have been looking at ways that we can help drive additional footfall into members’ stores. We have reduced the required amount of Must Feature lines by half and also included five WOW Deals which offer sector-leading deals to drive shopper footfall. All WOW Deals are timed to coincide with the brand’s TV and promotional plans to maximise sales.

"Xtra Local sales have increased significantly over the past year as more retailers realise the advantages of being part of an organised promotional club which offers clear guidance on core ranging, category development and fantastic promotions. Unlike other retail clubs, we visit members regularly to give guidance on developing their stores." The group also operates a slimmed down version of the club – Xtra Local Express, which gives all the benefits of Xtra Local but is designed for smaller stores. Xtra Local Express members have the same consumer-facing deals as Xtra Local, but offers deals on more impulse driven SKUs to suit the store’s requirements.

Xtra Local Express members have the same consumer-facing deals as Xtra Local, but offers deals on more impulse driven SKUs to suit the store’s requirements.

www.xtralocal.co.uk

At a glance...

Current number of stores: 3,800.
Minimum store size: 700sq ft.
Joining or membership fee: none.
Minimum length of contract: Three years for fascia customers.
Minimum order commitment: £2,000 weekly wholesale spend excluding tobacco for fascia customers/ £1,000 for non-fascia including promotional compliance and allocation of monthly Must Feature and WOW deals.
Support: Retail development seminars, monthly magazine and frequent sales and business development calls. Local marketing materials available including leaflets and Must Feature promotional posters and shelf signage.

* SalesOut, 52 weeks to May 8th 2017
Bestway Wholesale’s Xtra Local Retail Club provides a special members’ monthly promotion schedule with highly competitive deals in addition to the normal cash & carry deals.

What Xtra Local offers:

- Category planograms and member website
- Free point-of-sale
- Free consumer leaflets
- Bestway wholesale’s highly competitive wholesale pricing
- Special promotion pricing and extended six-week buying in period

What retailers are required to commit to

- Minimum £1,000 non tobacco wholesale spend per week (£2,000 for fascia customers)
- 100% commitment to the 5 ‘Wow Deals’ and 15 ‘Must Feature’ fantastic consumer offers each month
- Accept allocation of stock of ‘Wow Deal’ and ‘Must Feature’ products
A Post Office drives your retail sales*

Research* shows

78%

of people using the Post Office bought something else in the shop

runapostoffice.co.uk

*Him! Research 2016
Today’s Post Office Locals

Opening a Post Office Local branch means you integrate new services into your existing retail business. You become the shop, the bank and the Post Office in your community.

**Popular and convenient**

Around 4,000 of the Post Office network of 11,600 branches across the UK are Post Office Locals.

**One small counter**

Services are offered from a small combi counter alongside the retail till and offered over the same opening hours. Trained staff can serve all customers.

**Quick and efficient**

On average, it takes less than 30 seconds to serve a customer.

98% customer satisfaction

(Figure correct as of March 2017 according to NT Customer Satisfaction Tracking Report produced by Quadrangle)

Exclusive and award-winning

In a Post Office Local, you’ll provide a wide range of exclusive and market-leading services.

- **Mails**
  - Royal Mail and Parcelforce
  - Worldwide services for letters and parcels

- **Banking**
  - Day-to-day personal and business banking from all the UK’s major banks
  - Exclusive to Post Office

- **Travel Money**
  - Best Foreign Exchange/Travel Money Retailer: British Travel Awards, 2016
  - UK No. 1

- **Benefit payments**
  - State benefits and pensions
  - Exclusive to Post Office

- **Bill payments**
  - Gas, electricity, phone and more
  - Over 200m transactions per year

- **MoneyGram®**
  - Simple payments to over 200 countries

Plus many more...

You get paid a fee for every Post Office transaction, from sending a parcel to taking a bill payment. More importantly, you’ll draw more people into your store every day.
SPAR has experienced consecutive years of growth by continuing to improve its offer, drive basket spend and footfall, improve its promotional programmes, reduce costs and develop industry leading store formats. It continues to forge ahead in the convenience sector by offering retailers profitable store formats, the biggest own label range, innovative selling plan and a strong buying strategy.

SPAR firmly believes it offers the best route to market from its supply base to its vision for what SPAR will look like in the future. Ultimately its strategy is to help all its retailers run successful and more profitable businesses.

Helping move your business forward in 2017, it is imperative that SPAR continues to adapt to the ever changing market and, in particular, to the changing needs of its customers and their different methods of shopping. The convenience market is currently changing more rapidly than it has ever done and SPAR recognises that we must work smarter and move even more quickly to continue to be a leader within the symbol sector. SPAR will do this through using innovative ideas that make customers experience in store more enjoyable. Innovation is at the heart of the convenience sector and retailers must always be looking at new ways to bring a better shopping experience to our stores. Shoppers want to see improvements in technology, foodservice, convenience and healthier options in store, which is why SPAR has endorsed SUBWAY, Greggs, Costa Express and now has its own exclusive food to go brand “Daily Deli”. This allows it to offer retailers numerous ways to get into the profitable food to go business at various levels of investment. Some stores now offer seating areas instore, in a modern world where social media and mobile phones dominate. It’s important to think of ideas to appeal to customers such as charging points and free Wi-Fi.

These are just some of the innovations and the types of offerings that will drive footfall and build loyalty to a store. Convenience stores must continue to innovate and invest and be first to market to continue to attract the more discerning shopper through the door.

SPAR is committed to a ‘More Together’ strategy that ultimately aims to help its retailers develop more profitable businesses in a more modern environment, continually improving the shopping experience. All being delivered by the largest and most committed sales team in Scotland.

Take it to the next level

It’s important to think of ideas to appeal to customers such as charging points and free Wi-Fi.
Join the winning team!

Supported locally by the largest Scottish based sales team in the symbol sector!

✔️ Up to £20,000* to make your store a great SPAR store
✔️ Free membership fees in your first year
✔️ Free full project management of store development
✔️ Free inclusion in the new store induction scheme & participation within the fresh food sales project
✔️ Free market leading training
✔️ Bespoke advertising support package to launch your new SPAR store
✔️ Heavyweight national advertising campaigns plus leaflets and distribution in your local area
✔️ Multi award-winning own brand range - 1000 products
✔️ New enhanced package including lower cost prices and additional margin opportunities through over-riders on all purchases (exc. Tobacco products)

* Subject to terms and conditions. Maximum amount available for store development £20,000.

Speak to us today

www.spar.co.uk/joinspar

email: recruitment@sparscotland.co.uk
or call Marketing on 01382 512000

www.spar.co.uk  www.facebook.com/SPARintheUK  @SPARintheUK  Channel: SPAR UK
With the latest research indicating that symbols and independents are outperforming the multiples in terms of shopper spending, convenience retailing is the place to be. And with growth of 8.2%* versus a sector growth of 4.8%**, Best-one continues to lead the way in symbol retailing and particularly in Scotland where Best-one’s sales are up an impressive 9.6%*. A major part of this success is the support the group offers members in terms of promotions, flexibility, field support and store development.

Promotions
Members receive five unbeatable WOW Deals and 15 Must Feature promotions every month with case allocations to ensure members have availability throughout the promotional period. Shoppers now expect to see promotions that match the multiple retailers and Best-one delivers on this. Recent changes in legislation regarding larger tobacco pack sizes may see footfall decline and these deals will drive frequency of store visits, basket spend and customer loyalty.

Flexibility
Best-one members can buy online, in-depot or via the Bestway Wholesale mobile app and can pay by cash, direct debit or credit with up to three deliveries per week. All retailer purchases contribute to the My Rewards rebate scheme which offers up to 5% cashback on purchases with the annual rebate to participating members in excess of £7,000 per year. Local sourcing also plays a major part for the group and members are free to engage with local suppliers in addition to over 300 drop shipment suppliers.

Field support
Best-one prides itself on its continued support it delivers to members. Over the past year over £2m has been invested in sales and business development personnel to ensure members receive two store visits per month to help retailers stock the right categories, optimum ranges and store development. A focus on hero categories such as BWS, food-to-go, bakery and chilled and fresh has seen members increase sales throughout their businesses. Each member also works with their dedicated BDE to work up a Joint Business Plan based on actual sales data and benchmarked against the store’s potential as defined by its shopper demographic.

Store development
With a variety of formats available based on shopper profiles and their missions, Best-one works with members to deliver the best possible solution for their communities. From simple food-to-go solutions to full serve-over meal counters and premium coffee stations, Best-one can help remodel, refit and revitalise your store. Many members have used future earnings from the My Rewards rebate scheme to fund refits or new refrigeration rather than tying up capital, and the recently introduced Central Pick operation gives retailers longer shelf life on over 1,500 chilled and fresh products with up to three deliveries per week.

James Hall Symbol Development Director says “Best-one is performing incredibly well and especially in Scotland where it is growing at twice the rate of the overall UK independent and symbol sector. The Best-one brand also resonates greatly with shoppers as the recent Which? Survey showed – ranking Best-One as the UK’s top symbol group and third in overall convenience after M&S Simply Food and Little Waitrose. I believe Best-one is the best alternative for retailers who want to make a change in their businesses or for other fascia customers wanting to make the switch to a progressive and profitable symbol partner.”

*Bestway Business Intelligence data, 12 weeks to 23rd April 2017
**Kantar WorldPanel 12 weeks to 23rd April 2017

Delivering the best in Symbol

![Best ONE store image]
Isn’t it time you became a winner with the UK’s number one symbol group?

*The UK’s fastest growing major symbol group with 16% sales increase YOY Jan 16-Jan 17 and voted the UK’s number one symbol group by Which?

Best-one, The Bestway Group, Abbey Road, Park Royal, NW10 7BW. Tel: 0208 453 8353  email: enquiries@best-one.co.uk  www.best-one.co.uk
HOW A £50,000* REFIT COULD TRANSFORM YOUR STORE

We know running a store is hard work because, like you, we are doing it every day. We want to make sure you are profiting from all the hours you are putting in, which is why we would like you to consider becoming a One Stop Franchise.

The £50,000* investment that One Stop makes will transform your store into a fresher and brighter environment that your customers will love. Our market-leading promotions will give customers that extra reason to come to you.

We have great £3 lunchtime meal deals, 2 for £4 evening meal solutions, strong fresh and produce deals, milk, bread, and eggs for £1 and great everyday low prices on daily essentials.

We have the expertise and tools that will grow sales and profits, from our market-leading EPoS systems with auto replenishment, to our focus on people training to help you focus doing the right thing for your customers and your store.

With our backup and insight from retailing in over 900 stores 7 days per week, we continue to innovate and develop our offer and services. We truly understand what customers want and need.

If you want to invigorate your business, drive your sales higher and grow profits, we’d love to hear from you. Feel free to get in touch with our team at any time.

Find out how you could profit more from One Stop

Call: 01543 363 003
Twitter: @1StopFranchise
Visit: www.openaonestop.co.uk
**Mr Singh of Cwm carn, Wales** opened his first One Stop store in February 2017 and said about the process, “One Stop push you to grow your business…it’s a well known franchise which is a draw.

“The way the team said they were going to refit the store, the step-by-step process and their communication was brilliant.

“The community were all happy and they really like the change. People have been pleased and said, ‘I used to have to go to Blackwood and now I don’t need to, so I can use my local store’. So, feedback is very good from the local community – they’re all very excited. It’s the promotions in-store, which draw our customers.

“System-wise, their (One Stop) technology is up-to-date. When we had the new tills they were great, before we just had a basic manual system.”

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**Look what a £50,000 One Stop refit could do for your store.**

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**WORKING TOGETHER WE’LL HELP YOU PROFIT FROM...**

**Better Sales and Margins**
- Competitive margins of between 18-25%
- Market-leading promotions with 4-weekly promotional plan & supporting POS
- Enhanced fresh range and offers to give customers everyday low prices
- Market-leading reporting including monthly P&L and weekly KPI Dashboard
- Fresh deliveries up to 6 days per week, and Ambient 3 days per week

**7 days a week support and training**
- Our Franchise team is just a phone call away – there is always someone available
- IT Helpdesk Support Centre is available 7 days a week, 364 days a year!
- A dedicated BDM will visit your store every 4 weeks for 3 hours.
- Franchise Net featuring guides, operating manuals, toolkits, and other training materials

**Time saving technology**
- Our 2 lane EPoS System
- Automatic stock replenishment
- Online invoicing, sales and margin reports
- Full suite of store specific planograms
- Remote access

*ex VAT. Subject to terms and conditions of contract.*
We’ll Support You Evermore!

With 140 years of experience in the Scottish convenience sector, we know what it takes to run a business. And we know what support you need to make your business more profitable.

Filshill 1875
Here’s the Filshill guarantee.

We’ll support you with the best service in the market place

We’ll support you with on-time deliveries, merchandising, promotions and prices

We’ll support you with marketing plans to drive footfall and increase sales

We’ll support your local area, which will reflect well on you, helping your business

We’ll support you with passionate people to drive your business forward

In a recent independent KeyStore Customer survey this is what some of our customers said:

‘With KeyStore if you have a problem they won’t forget about it. They will really try to sort out any problem you have’.  
KeyStore, Summerstown

‘KeyStore is a much better store than its competitors, and they are a Scottish brand’.  
KeyStore, Hyndland

‘KeyStore take good care of you’.  
KeyStore, Parkhead

If you want to talk to us about how we can support you to improve your business call Ian McDonald on 0141 883 7071.

Filshill - Building Your Business
Supporting your Community

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COMING SOON