

Blue Sky

www.macestores.co.uk
July 2012
Issue Three



New &
EXCLUSIVE
for symbol
retailers

Local Village success
at Pro-retail 2012

Supershop
relaunch

New 'M' brand
own label launches
for Mace

Top tips for a
winning Olympics

Exclusive offers for
Mace retailers

Meet Rory Brick, new
Head of Symbol



Symbol of



Welcome to Blue Sky



Welcome to your third issue of Blue Sky – and to my first!

Looking through this issue confirms that I've joined Palmer and Harvey as Head of Symbol at an exciting time. There's a great deal happening we can all be proud of.

The symbol sector as a whole is going from strength to strength, and Palmer and Harvey is working closely with Mace and Supershop retailers to strengthen our offer.

The number of good news stories we heard from symbol retailers at the 30th Pro-retail show was extremely encouraging. And we've had some great suggestions from you about how we can move to the next level.

Another highlight from the show was the Local Village. The initiative was such a success that all 50 local suppliers who showcased their products are in the process of being offered a listing with Palmer and Harvey.

The re-launch and extension of our 'M' own-label brand also had everybody talking – you can read more in this issue about how the range can help you compete.

We've also got advice on how you can profit from the Olympics. And you can meet more successful Mace retailers and newcomers to the symbol team.

We always appreciate your feedback, so please continue to let us know what you think of Blue Sky and email any great stories to macestores@palmerharvey.co.uk.

Enjoy Blue Sky.

Rory Brick
Head of Symbol, Palmer and Harvey

**YOUR NEW
dedicated Telesales
number is
0845 303 2877**

Winning people news round-up



Left to right: Martyn Ward, commercial director Palmer and Harvey, Clive Mortimer, Angela Vance Potter (the Fore Partnership), John Pirie (Newstyle Store and Post Office), Alan Bassett

Mace's Olympic winners

A Mace store came out on top when Cadbury asked retailers to help generate excitement about the Olympic Games in their communities.

As part of Cadbury's 'Spots v Stripes' campaign to promote its sponsorship of London 2012, the supplier launched a nationwide search for the best in-store theatre.

Retailers were encouraged to create displays using themed posters, signage, bunting, banners, counter units and dump bins. Senior representatives from Cadbury then visited stores around the country to judge the best efforts.

Congratulations to Keith Burton of K&G News in Hull, whose display won him tickets to the Olympics and a night in London, courtesy of Cadbury.



le, winning offers: p



la Mortimer (both from Yatton News), Rachael Cubbon, Gill Spadoni (SS Motors),
ett, (Parker Motors), Norma Pirie (Newtyle Store and Post Office, Alan Quinn (Fore Partnership), Ed Byrne, host

Award winners: The best in convenience retailing

The Retailer Excellence Awards have become an annual highlight at Pro-retail's Gala Awards Dinner.

The Awards are always hotly contested and celebrate the best in the convenience retailing sector.

This year's winning retailers were:

- Symbol of the Year, Alan Basset, Parker Motors, Leicestershire
- News Retailer of the Year, Clive and Angela Mortimer, Yatton News, Yatton, Somerset
- Convenience Retailer of the Year Vance Potter, Mace, Clifton, Nottingham
- Forecourt Retailer of the Year Gill Spadoni, S&S Motors, Isle of Man
- Spirit of the Community Award John and Norma Pirie, Newtyle Stores & Post Office, Newtyle, Perthshire

inner



Keith Burton of K&G News

Mace exclusive linked deal calendar to boost sales

With shoppers looking for linked deals and retailers looking for increased basket size, Mace has devised a solution. The 'On-the-Go Deal' is an annual promotional calendar targeting impulse customers.

A Palmer and Harvey first, Mace has teamed up with Britvic, Walkers and Cadbury so retailers can offer shoppers linked deals. Each promotion will consist of a chocolate countline, packet of crisps and a bottle of soft drink (500/600ml). The promotions will change every three weeks and a suggested promotional RSP is '3 for £2', but retailers will be able to set their own promotional price.

Participating Mace retailers will receive a free-standing display unit to help ensure they get the most out of the snacking market. The 'On-the-Go Deal' has been devised to increase basket spend and improve shopper perception of participating Mace stores 'value-for-money' offer.

The On-the-Go Deal calendar launched in P8 (4-22 June) and the first promotion consisted of Dairy Milk or Fruit and Nut bar (49g), Salt and Vinegar or Prawn Cocktail Walkers crisps (32.5g) and a bottle of Pepsi or Diet Pepsi (5/600ml). **For more great offers and to order the On-the-Go deal, call the PREP hotline on 0845 293 0326.**



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Queen of Shops inspires at Pro-retail

Local Village gets all the headlines



Mary Portas addresses Pro-retail

Palmer and Harvey's Pro-retail show celebrated its 30th anniversary in April, welcoming over 6,000 visitors and 220 exhibitors to the International Centre in Telford, Shropshire. For the second year in a row, star of the show was TV retail guru Mary Portas. She gave her expert view on how independent stores can use local products to their advantage. However, it was Palmer and Harvey's 'Local Village' that proved to be the biggest talking point.

The Local Producer Village brought 50 of the UK's best local suppliers face-to-face with independent retailers at Pro-retail 2012. Visitors to the show got the chance to vote for the local suppliers they'd like to see listed with Palmer and Harvey. But the Village was such a success that all those who showcased their products are being offered a listing with Plus Extra. The ten suppliers who attracted the most votes also won a marketing package from Palmer and Harvey.

Specialist cheese producer, Rob Bookham, was amazed by the level of interest from independent retailers, and by the desire to learn more about what made the products in the Local Village different. He said: "Pro-retail was very successful for us on every level. Time and again, retailers told us 'Very nice, but

we can't sell local produce'. But within a few minutes, many of them were saying: 'Why are we not selling this? It will work for us'. It was great to witness."

Richard Hayhoe, Marketing Director, Palmer and Harvey, singled out the Local Village as a particular hit, saying: "The energy and dedication of the smaller suppliers was phenomenal." Overall, the show was a resounding success, said Richard. "Retailers left Pro-retail 2012 with ideas about how to improve their business," he said. "They learned more about category management, got advice from the major suppliers and came away with insight on how the sector is evolving."

But it was not all talking shop, as independent retailers were given the chance to challenge 15-times world champion Phil 'The Power' Taylor to a game of darts at Republic Technologies' stand. The show finished on a high with 1,600 people attending the prestigious Gala Awards Dinner, home to the annual Supplier and Retailer Excellence Awards.

A trio of legendary eighties pop acts – ABC, Go West and former Spandau Ballet lead singer Tony Hadley – entertained guests at the 'Back to the 80s' themed evening. Laughs were provided by star comedian Ed Byrne.

"Retailers left Pro-retail 2012 with ideas about how to improve their business"

"The energy and dedication of the smaller suppliers was phenomenal"

Mary Portas advises independent retailers

TV's 'Queen of Shops' Mary Portas addressed Pro-retail for the second consecutive year.

She told retailers that independent shops needed to offer local products to gain an edge over the competition.

"Local products can work in convenience stores," said Mary. "Gorgeous organic delicatessens are obviously not going to work everywhere, but independent stores can stock good quality local products alongside branded foods."

At the end of last year, Mary carried out a review into the future of the high street for the government, resulting in the launch of the 'Portas Pilots' project. Last month, 12 towns were chosen from 370 applications to share a £1m pot to improve their shopping centres.



Tony Hadley



Phil 'The Power' Taylor, Mary Portas and Chris Etherington



SuperShop gets a major relaunch

From this...



to this...



The only dedicated CTN symbol on the market has had a £2 million revamp.

The rebranded Supershop was unveiled at Pro-retail, where thousands of retailers got the chance to admire the fresh new look.

"Supershop is fresh, modern and ready to help our CTN customers meet the growing expectations of local shoppers," says Rory Brick, Head of Symbol at Palmer and Harvey.

He adds: "The new Supershop is more aspirational and now feels very much part of the same family as Mace."

Palmer and Harvey has brought the Supershop offer into line with Mace, providing the same best-in-class symbol package but with a stronger emphasis on news, tobacco and impulse. The symbol also offers competitive customer promotions to drive footfall, access to Palmer and Harvey's best outer prices for tobacco, and discounts to symbol members.

"The only dedicated CTN symbol on the market has had a £2 million revamp"

"We've been working with smaller stores for more than 80 years," says Rory. "We're using all this experience to ensure that we are giving our CTN customers unrivalled service with outstanding support and advice."

"Since the relaunched Supershop opened, hot food sales have increased by 40%"

One of the first Supershops to get the new facia is in Strathfoyle, Derry. "I came to Supershop because of the flexibility," said Martin Nicholl, Store Manager. "I get the guidance and advice, but at the end of the day I'm very much running my own business. Palmer and Harvey recognises this and it was the one company to give me the chance to do this."



Martin has seen a significant sales uplift throughout the store since the revamp. Most notably, hot food sales have increased by an appetising 40%; impulse spending is up and over 80% of customers who purchase cigarettes buy something else. This is in part down to the fact that Strathfoyle Supershop is able to beat the local competition on tobacco prices.

Martin says: "There's a Spar up the road, but we can beat them day in, day out on price and that's key to keeping my footfall up." As well as the best tobacco prices on the market, Supershop also offers a Plus News category and

range management system that stops boxes out from the wholesaler. And now more and more CTN retailers are moving to Supershop away from the Cash and Carry to cut costs and save time.

"Our huge investment to create a great new look and reinvigorate our CTN symbol is clearly paying off," says Rory. "There's never been a better time to be a Supershop retailer."

To find out more about what Supershop is doing for CTN retailers, call 01273 222100.

Mace retailers stock up on local at Pro-retail

It was great to witness Mace retailers starting from a position of: "It's very nice but not the sort of thing we could sell," to "why don't we sell it, would it work, yes I think it would!"

Rob Bookham – Bookham Fine Foods

"...taste as good as they look..."; "...fresh, zesty and delicious..." was the feedback from Mace retailers interested in stocking our products during the key festive seasons.

Diana David – Diana's Chocolates

Mace retailers were interested in stocking Peter Popples Popcorn as it was "unique, fun and more personalised than the big brands". They thought it would engage their shoppers.

Louise George – Peter Popples



'M' brand milk is just the beginning...



Mace's own-label 'M' range created quite a stir when its re-launch was showcased at Pro-retail in April.

The revamp is the result of extensive research and consultation among Mace retailers, who asked Palmer and Harvey to produce an extended range of own-label products to be sold at a discount to brands.

The phased rollout began with 'M' brand milk in Fareham, which will be followed by the launch of 160 new lines from 31 July and throughout August – 49 of which are chilled and fresh products, 25 fruit and veg.

"Mace retailers were demanding a quality range of products to compete with supermarket own-label products, rather than

a bargain, no-frills offer," says Richard Hayhoe, Marketing Director at Palmer and Harvey.

"Own label is forecast to grow strongly over the next three years, and we have invested heavily to ensure that we give retailers the products to exploit this opportunity."

The first phase of the rollout will more than double the range. By 2013, the range will number 480 everyday essentials, including ambient, household, grocery and fresh food.

YOU TALKED

WE LISTENED

160 new lines
throughout
August

480
everyday
essentials
by 2013



Our new '2 for £2' milk and bread link deal gives Mace retailers the most competitive price on the convenience market for these everyday essentials.

What's more, retailers will still get a great profit – the 79p cost price of both the 'M' brand 2ltr milk and Hovis 800g (White, Wholemeal and 50/50) still gives you 21% POR.

'M' brand makes headlines

Own label is the big story of 2012

→ Palmer and Harvey's expanded 'M' range caught the attention of the retail magazines. Its official re-launch featured in The Grocer, Convenience Store, Independent Retail News and Retail Newsagent.



If you have a great story to tell, email us at macestores@palmerharvey.co.uk or call Jo / Suzi on 0208 9961801

480 new 'M' brand best sellers by 2013: we put the spotlight on 3 key chilled must-haves



The new 'M' brand range offers some of the best prices, biggest margins and best quality own label products in convenience today.

Palmer and Harvey also listened when Mace retailers asked for longer shelf life on chilled and fresh products. After extensive

investment in the supply chain, the shelf life of Palmer and Harvey chilled products has increased by up to 18 days giving retailers a positive impact on waste and availability.

YOU **TALKED**

WE **LISTENED**

Your Forum feedback

Together we can build profitable growth. The launch of our extended own-label range and our new returns policy are the result of listening to your feedback and working with you to come up with solutions.

Your feedback: Your own-label range has reduced, we want it increased!

Our solution: We have invested heavily in extending our M range to develop a credible own-label brand that gives you a quality offer to complement your branded range.

The result: The extended own-label range provides quality products that will help you compete with supermarket own-label lines and capitalise on the growth predicted for own label.

Your feedback: It's frustrating to deal with damaged items on deliveries. Though the vast majority of incidents involve just one or two damaged single units, we have to send back the full case to raise a credit note. This often leaves us short of stock.

Our solution: We introduced a new returns policy in April, which allows you to raise credit notes for all non-tobacco damaged single units.

The result: The improvements we've made to our returns process will save you time and money and help improve your stock availability.

We hold regular feedback forums to ensure that we continue to provide the best possible service for our independent retailers.

The forums are open to all Mace retailers with events taking place in different locations and at different times.

To attend, or for more information, please contact Andy Jones:
andy.jones@palmerharvey.co.uk.

YOU **TALKED**

WE **LISTENED**

Make the Olympic opportunity a commercial reality

With just a month before the Olympics begin, Mace retailers around London are gearing up to welcome millions of people to the capital.

The Olympic opening ceremony on 27 July will launch the festival of sport, which ends with the Paralympic closing ceremony on 9 September.

The “greatest sporting show on earth” presents a huge opportunity for Mace retailers in and around London.

Convenience stores in Western Canada reported sales increases of between 10% and 30% during the Vancouver Winter Olympics in 2010, according to Convenience Store magazine.

“With so many people descending on London for the Games, there is great potential to boost sales,” says Rory Brick, Head of Symbol at Palmer and Harvey. “To seize the opportunity, you must stock the right products, maintain availability, and stick to your planograms.”

The sporting carnival should provide a particular boost sales in categories that traditionally do well in summer, such as soft drinks, alcohol, chilled and fresh, and crisps and snacks – especially if the Team GB performs well.

But Mace and Supershop retailers will need to be on top of their own game, as stores over 2,800 sq ft have been given license to extend their opening hours during the Olympics.

“There will be a great atmosphere across the country as everyone gets behind Team GB and London 2012,” says Rory Brick. “But with supermarkets opening later, there will be more competition for the extra sales. Independent retailers will have to be proactive to capitalise on this great sporting event.”

There will also be Point of Sale available through Mace and Supershop to help stores get

into the Olympic spirit and signpost the great offers running over the summer. Olympic-related products like the Cadbury Dairy Milk Olympic Medal can really help deliver incremental sales.

Meeting your needs for delivery

For all the opportunities, the Olympics also present a logistical challenge, with road

“Stock the right products, maintain availability, stick to your planograms, make use of POS and capitalise on Olympic-related products.”

restrictions in place in the capital throughout the event. To ensure that products continue to reach our symbol members at the right time, Palmer and Harvey has developed an Olympic Delivery Schedule. This will operate from Monday 16 July to Sunday 9 September 2012.

“We’ve liaised with all retailers within the Olympic and Paralympic Road Network for a year, to come up with an alternative delivery timetable that works for everyone,” says Rory Brick. All affected retailers have been notified that deliveries will take place between midnight at 6am during the Olympics.

If you have any questions regarding orders and deliveries during the Olympics, just ask your local Palmer and Harvey rep, or call us now 08475 303 2877



Top tips for a winning Olympics

Alcohol

Chill: The majority of impulse shoppers consume alcohol within 20 minutes of purchase, so keep as much beer, and white and rosé wine chilled as possible.

Block merchandise: As brand is the primary reason why an impulse shopper buys beer, block merchandise by brand, and then organise by pack size and price.

Cross merchandise: Help your customers prepare for a ‘big day in’ by cross merchandising crisps and snacks and chilled with beer and wine.

Soft Drinks

Shout about your offer: Drive footfall into your store by using stand-out POS. From the outside, it should be clear to passers by that you sell soft drinks so display posters showing your current deals.

Locate chillers wisely: Put the soft drinks chiller in a high traffic zone to maximise impulse sales.

Stock the right products: 80% of soft drinks sales come from the top 20 sku's, so optimise your range by using our recommended planograms with its sub category blocking.

And keep shelves tidy so your customer can easily find what they're looking for.

Cross merchandise: Drive additional purchases by merchandising take home soft drinks near your alcohol or crisps and snacks aisle and vice versa try displaying sharing crisps near the take-home fixture.

Chilled and Fresh

Put a focus on chilled and fresh:

This category accounts for 29% of the total convenience market, so it's important to get it right.

Deliver the basics: Keep chillers clean, tidy and well-stocked and run a regular cycle of promotions.

Maintain availability: If you're out of stock on more than two occasions in this category for a customer, you are likely to lose him forever.

Give your customers what they want: Use your planograms to ensure you're stocking the optimal range for maximum profits.

Stock seasonal lines: Make sure you have a core barbecue range for this summer of sport.



Mace promotions and exclusives

AVAILABLE UNTIL 3rd AUGUST

The Olympics on my doorstep

With the Olympic Park just round the corner, Nanthabalan Balasingam is gearing up for a busy summer at his Hackney store. Nanthabalan joined Mace just four months ago, giving the store a complete refit, adding extra chillers, an expanded chilled drinks range and a Fresh Express unit selling hot and cold food-to-go. He's seen his alcohol sales increase by a whopping 50%. His son, Thayler, says: "Our new chiller and larger range of soft drinks will come in very handy for thirsty tourists heading to the Olympic Park, we already do really well on impulse items, so we're all set up for the extra footfall." The Mare Road store has been stocking Cadbury's branded Olympic products, and will be rolling out more of the range closer to the big event.

As the Games draw nearer, deliveries to the Hackney store will be affected by road restrictions, but Thayler is positive about the agreed schedule. He explains: "Night time deliveries will work well for us, as we don't have to interrupt the working day."



Thayler Balasingam

Save £10

CLOVER 500G
Clover 500g 8 pack
£9.99. Consumer offer of just £1.59 makes 21.5% POR



59175

£2.50 each

YOUNG'S CHIP SHOP
Chip Shop E/Large Fish Fillets Omega3 2s 320g
12 pack £22.59. Only £2.50 makes 24.7% POR



97081

2 for £2

DORITOS HOT AND MILD SALSA DIPS
Standard Price Marked dip £1.29
POR 15%
Ideal in combination with Doritos sharing bags



23952

23951

Buy One Get One Free

SUN VALLEY
Buy any 1 case of the below:
Nature Fruit, Nut & Dark Choc Mix
Nature Fruit, Nut & Yoghurt Mix
Nature Fruit, Nut & Seed Mix
GND Price 7.28 Pack 15
And get a free case of Nature Fruit & Nut Yoghurt Mix
Sell @ Std RSP 65p and make 55% POR



8714

8717

8719

Any 3 for £5

BULMERS PEAR AND ORIGINAL 568ML
£13.99
Standard RSP £2.19 each
POR 28.06%



67021

61294

Just £4.99

GALLO WINE 75CL
Gallo Family Red
£20.49 for 6 bottles. Only £4.99 per bottle makes 17.9% POR
Gallo Family Rose
£20.49 for 6 bottles. Only £4.99 per bottle makes 17.9% POR
Gallo Family White
£20.49 for 6 bottles. Only £4.99 per bottle makes 17.9% POR



65808

65617

65796

Any 3 for £1.20

KRAFT CHOCOLATE COUNTLINES
Wispa - £13.55 Any 3 for £1.20 makes 15.31% POR
CDM Caramel - £13.55 Any 3 for £1.20 makes 15.31% POR
Crunchie - £13.55 Any 3 for £1.20 makes 15.31% POR
Boost - £13.55 Any 3 for £1.20 makes 15.31% POR
Star Bar - £9.15 Any 3 for £1.20 makes 14.22% POR



7402

3784

3805

42574

Great Value £1

MARS MULTIPACKS PMP £1
Mars 4 pack PM - £21.29 Only £1 makes 14.84% POR
Snickers 4 pack PM - £21.29 Only £1 makes 14.84% POR
Twix 4 pack PM - 17.19 Only £1 makes 14.05% POR



4361

4360

£2.49 each

KELLOGS COCO POPS
Kellogs Coco Pops 295g
12pack £15.68 Only £1.59 makes 17.8% POR



27787

Any 2 for £2.50

LENOR 750ML
Lenor Premium Black Diamond & Lotus Infusion
£9.79 Only £1.79 makes 18% POR
Lenor Premium Ruby Jasmine Infusion
£9.79 Only £1.79 makes 18% POR
Lenor Summer Breeze
£9.79 Only £1.79 makes 18% POR



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Meet some of the new faces in the Mace family



A group of volunteers were busy putting up bunting and flagpoles outside Mace in Tenterden when we caught up with Jamie and Elizabeth Entwistle.

The owners had drafted in fellow members of their local community group to help get ready for the Jubilee celebrations.

Looking back to last year, it was a very different picture. "The general store and post office had been on the market for seven years, and was in a run-down condition when we bought it in September," says Jamie. "The double-fronted store came with four-bedroom accommodation and needed a lot of investment, so the figures didn't add up. It was just too big for a viable convenience store."

"When the Entwistles took over, the store was taking £3.5k a week. When we spoke, that week's sales were about to register at £6.5k"

But for Jamie, Elizabeth and their four children, the property presented an ideal opportunity to relocate their existing village chip shop, and expand their business by entering the convenience market – and save the local post office. They split the store in two, and now operate the chip shop and convenience store as two distinct entities.

85%
SALES INCREASE

Jamie says: "I've been in the village since I was 10 years old, and was really glad not only to save the post office, but to be able to play an even bigger part in the community."

The couple didn't just save the post office, but have turned it into a growing business, and store sales overall are "doubling daily".

When the Entwistles took over, the store was taking £3.5k a week. When we spoke, that week's sales were about to register at £6.5k.

"It's great to see our investment and hard work paying off," says Elizabeth. "We invested £55,000 into a complete revamp, and the planning consumed our lives for two years."

As novices to the convenience market, the couple called on the expertise of Mace to help them get started. Elizabeth says: "It's been brilliant to have Mace behind us. We'd never run a convenience store, so wouldn't have known where to start without their help."

Under the previous owner, the store stocked everything from groceries to hacksaws and "rows and rows" of cards. Jamie and Elizabeth have taken a more focused approach, concentrating on the basics and using Mace planograms to map out their store.

"Mace helped us get our core offer right," says Elizabeth. "When I first looked at what they were asking me to buy in – products like dumpling mix and soya milk – I was sceptical. But now I see these lines fly out the door, I'm converted."



"By listening to independent retailers, and working with them to develop an offer that works for their customers, we can improve sales and profits for everyone."

**NEW-LOOK
MACE
STORES
SEE
40%
MORE
FOOTFALL**

Profile: Rory Brick

Head of Symbol at
Palmer and Harvey



"I've still got the 'new boy' tag on my back," says Rory Brick, who's been tasked by Palmer and Harvey to take Mace and Supershop to the next level.

But he's certainly no newcomer to grocery retailing. Over a 20-year career with Safeway, Rory rose from graduate trainee to store manager, and on to head office where he worked on category operations. He then moved to Sainsbury's, where for the past five years, he's been reducing energy consumption across the estate.

Rory joined Palmer and Harvey in May, taking up the newly created senior position as Head of Symbol.

"There's a lot going on in the symbol sector, which is growing faster than the convenience market overall," says Rory. "This new role gives an indication of the focus and support Palmer and Harvey is giving Mace and Supershop."

Rory sets out his vision for the symbol group: "I want to develop Mace and Supershop as the symbol group of choice. It's not about being the biggest, it's about being the best."

"By listening to independent retailers, and working with them to develop an offer that works for their customers, we can improve sales and profits for everyone."

Although it's early days for Rory in his new position, he has already earmarked areas for growth such as food-to-go, chilled and fresh, meal solutions and the top-up shop.

"There is a massive opportunity for independent retailers, especially under a symbol group," says Rory. "Their closeness to the community and the subsequent loyalty that creates is something that the multiples and larger stores can never achieve."

Getting to know: Mohammed Abrar

Symbol Business Manager, Birmingham



How did you get into retail?

My family has been in retail for 50 years. I worked in my father's stores until he leased them out – he had eight. I then worked with Shell UK, Boundary Mill Stores, a pizza franchise operation, then onto PepsiCo. I started out there as a store development manager, and had worked my way up to national account manager before the recent job cuts. That's when I was recruited by Palmer and Harvey. I joined on 2 April.

Why did you choose to join Mace?

Going through the interview process, and talking with Mace retailers I knew from previous jobs, I learned more about the Mace package. It's a fantastic offer and great value for money for retailers. I have a lot of faith in Mace, and want to be part of taking it on to the next level.

What does your job entail?

I'm working with 46 Mace and Supershop retailers across Birmingham to develop and grow their business. I'm also responsible for bringing new retailers into the fold.

I speak five languages, which will be very useful, as English is a second language for many retailers in Birmingham. I'll be able to explain to them what Mace and Supershop offers and hopefully bring them on board. It's early days, but I am having very promising discussions.

What are you most excited about going forward?

Retailers no longer have the time to go to a Cash & Carry and costs are tight, so they can't waste

money on fuel. The tide has turned: retailers want deliveries to their door – this is the future of retailing. I'm excited about building up relationships with retailers, listening to their needs and providing them with a service that works for them.

If you weren't in retailing, what would you be doing?

I really enjoy working in property – that's the other side of the family business. I enjoy buying at auctions, renovating property and renting it out. So that's what I'd be doing – building up a property portfolio.

What else do you like doing outside Mace?

Charity work is very important to me. I'm involved with the charity Water for Africa. We're working towards a fund raising target of £3 million by Ramadan – we've reached £2.2 million so far. In this country, we can access water whenever we want, but there are so many people in Africa who can't. We have all got a responsibility to help others, and I want to set a good example for my four children.

Q&A Shop Talk

Some of our Mace retailers are telling us that they're not sure what the tobacco display ban means for them in practice. So we've put together a Q&A for independent retailers to clarify the new rules.

Q. What does the ban on displaying tobacco mean?

Shops over 280sq m (3,000sq ft) in England must now keep tobacco products out of sight. They can only show them when asked to do so by customers over the age of 18. The display ban will apply to smaller shops from April 2015.

Q. How do I know if my store is over or under 280sq m?

If you are affected by the Sunday Trading Laws, then your outlet is larger than 280sq m and will have to abide by the new tobacco display rules. Otherwise, your shop is under 280sq m and won't be affected until 2015.

Q. What does the display ban mean for my Mace store?

Stores under 280sq m can still display tobacco products until 2015, so the ban presents a window of opportunity to be more competitive than the bigger stores for the next three years. Imperial Tobacco believes the display ban could be worth £1bn to the convenience sector.

Q. Will the ban help my sales?

Until shoppers get used to the ban, they will be more likely to buy cigarettes from smaller retailers: they can see the products, and are less likely to queue, as you won't have to search for requested products. More customers means more top-up shopping, so you'll also make additional sales of products like milk, bread and alcohol.

Q. How can I capitalise on the ban to boost profits?

There is a golden opportunity to create a connection with customers coming to you for their tobacco – before everyone gets used to the ban. So these early days are crucial if you want to increase your profits. See our top tips below to see what you can do.

If you'd like to order another copy of our trilingual booklet 'What is the display ban all about?' please ask your Mace representative. The booklet is in English, Gujarati and Urdu.

YOU TALKED

WE LISTENED

Don't forget to visit your Mace website at macestores.co.uk

We've over 1,000 industry-leading planograms to help you stock the right range in the right place at the right time. Download yours from www.macestores.co.uk/planograms

Top 5 tobacco tips

- 1. Stock:** Always keep a reliable stock of tobacco products. Tobacco customers are fiercely brand loyal. If you don't have their brand, they'll go elsewhere.
- 2. Ranging:** Make sure you know what your customers actually want. Follow your planograms to ensure you're maximising sales.
- 3. Price:** With the ban in force, your competitors will be aggressive on price. So stock price-marked packs to let customers know they're not paying over the odds.
- 4. Service:** Give your tobacco customers a friendly welcome. Larger stores struggle with this. Make sure your team knows the products and can offer help and advice.
- 5. Basics:** Keep your store clean, well-stocked and take part in regular promotions to attract new customers and keep them coming back.

You be the boss, we'll add the gloss!

Use social media to drive footfall and boost sales



If you're not part of the digital generation, you might think social media is irrelevant to your business.

Think again. Social media is an amazing way to share information with customers, peers and friends. Used effectively, it can help you interact with your customers and drive footfall into your store.

Social media sites like Facebook, Twitter, LinkedIn and Google+ give you new ways to talk directly to your customers and get valuable feedback straight from the horse's mouth.

We've put together a social media information pack that tells you how to:

- Set up a Facebook business page
 - Find your customers on Facebook
 - Use Facebook to benefit your business
 - Implement the dos and don'ts of social media
- For example, a Facebook page is easy to set up and update and can help you:
- Chat to customers and easily answer questions, queries or comments
 - Update store information such as opening hours, address and contact numbers
 - Promote your offers, giveaways and events in store
 - Run competitions, and ask your customers questions that will help you improve your business

To get your copy of the information pack and help you get the most from social media, call the Mace helpline on **0845 3032877**

Get involved in the community

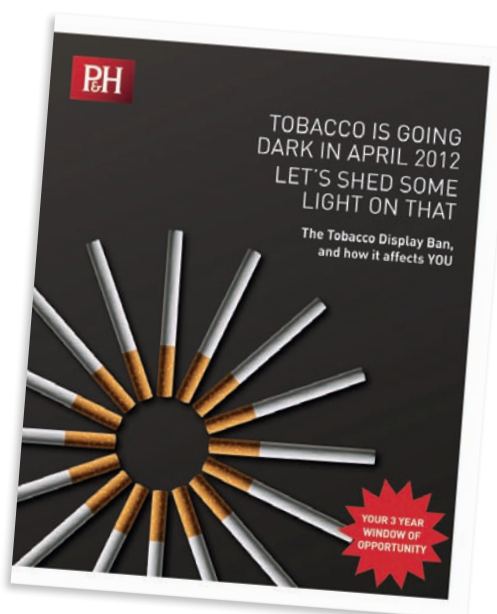
By getting to know your customer and developing a community feel within the store, you'll be making the most of your biggest advantage: being local. If you're thinking about running an event in-store, visit www.mace.co.uk/kickstart.

We can provide personalised leaflets, colouring competitions to print off and more. Every new Mace retailer receives a **Kickstart Kit**, which includes balloons, crowns and stickers. And all Mace retailers can re-order the Kit anytime: just email lisa@bbprinting.co.uk.



Here are some top picks from our advice hub that will help you drive footfall and boost profits.

Tobacco has gone dark for larger retailers. The display ban gives you a three-year window of opportunity. Don't miss out – get your definitive, trilingual guide today!



What to do if a multiple moves in – don't panic!



Mace has published a guide to help you combat the challenges of a multiple moving into your territory.

The guide provides advice on how an independent can keep its share of the growing £31bn convenience sector – up 4.9% year on year – by using their core strength.

The guide also comes with a sample questionnaire to help you discover how customers rate your store and how satisfied they are with the service you provide. Getting these first-hand opinions will help you get your offer right.

To download 'What can I do if a new store opens in the area?' Visit www.macestores.co.uk

Keeping you in the papers

Over 140 mentions of Mace in local, national, and trade press in 12 months.