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The Grocer Guide to...

The Grocer

# Franchise & fascia





## Analysis

# Signs of the times



**Recognising the current financial constraints faced by consumers, franchise and fascia groups are helping their retailers place strategic focus on value, but are also emphasising the importance of insight to tailor stores to local needs**

➔ When analysing what the future holds for convenience and independent retailing in the UK market, it's always interesting to take a look at the broader picture from around the globe and see how some of the strategies being developed are beginning to be played out closer to home.

A recent article from a Canadian C-Store magazine<sup>1</sup>, Canada Convenience Store News, shows how c-stores around the world are adapting to changing customer needs, particularly post-pandemic. And although the outlets in different markets may vary their priorities, the notion of 'convenience' at the heart of a local community remains the same. As the article points out, "customers have become accustomed to getting anything they want, how they want

it, in a (mostly) frictionless manner". So the range of ideas shown – from developing foodservice to becoming healthy food destinations to 'store of the future' concepts and working with advanced technology – are all topics gradually evolving at different stages and to differing degrees in the UK's convenience and independent store market, particularly under the auspices of the larger franchise & fascia groups.

However, the more immediate concerns of tackling the very real cost-of-living crisis in the UK have sharpened the focus of c-store retailers on catering to their shoppers with value (often own-brand) offerings to help them weather the storm. This, as well as building on the loyalty and reputation engendered as local community hubs, boosted by the recent pandemic, are the top current priorities

for franchise & fascia groups. But they haven't taken their eye off the ball when it comes to what the c-store of the future might look like... and how they can develop their relationships with retailers and suppliers to cater to a rapidly changing marketplace.

First, however, franchise & fascia businesses are closely monitoring the insights and data that reveal how shoppers are responding to the current financial constraints laid upon them.

It is clear that, in the face of cost-of-living pressures, shoppers are looking to shop differently and retailers are having to think smarter, says Nisa head of retail Victoria Lockie. "I would encourage retailers to walk around their stores and consider their value proposition. Promotions are key right now in the convenience sector following the shift towards value."



Nisa has now price-marked 23% of its sales, so knows that customers are drawn to value, she says. “We are seeing customers buying bigger products; instead of buying, say, the 70cl bottle, they are buying the 1L bottle. We need to make the customer offer as personalised as possible, so they can get the right product for the right price.” With Nisa retailers being big supporters of Co-op own-brand products, the data reveals that shoppers are increasingly looking at own-brand options, she adds.

At Bestway Retail, which covers the Bargain Booze, best-one and Costcutter fascias, business development director Jamie Davison says the business has been mindful of the cost-of-living crisis, but notes that it has a strong range and promotional strategy that are driving sales. He points to the

fact that convenience stores such as Costcutter are best placed for ‘little and often’ shopping. “For a retailer, our business allows customers to shop with smaller size orders, so the retailer can keep [on top of] cash flow and, for consumers shopping locally, it is more efficient as they can buy what they need when they need it – so there is less waste than the big shops and it’s cheaper on fuel to shop locally.”

There is clear evidence that shoppers are being careful with their money, agrees Spar UK retail director Ian Taylor. “They are looking for competitive pricing, great deals and for Spar to support them with own-label products. He points to the opportunity afforded to local stores to capture greater “share of stomach” as more people choose to eat in to avoid pricey meals out. That, he says, could be achieved via a

## Contents

<b>One Stop</b> .....	<b>9</b>
Reaching new milestones in expanding its estate	
<b>Bargain Booze</b> .....	<b>10</b>
Investing to stay at the forefront of off-licence retailing	
<b>Best-one</b> .....	<b>12</b>
Using powerful insights to help retailers drive sales	
<b>Budgens</b> .....	<b>14</b>
Driving footfall to its stores with the WOW factor	
<b>Costcutter</b> .....	<b>16</b>
Targeting consumers with precision advertising and actionable insights	
<b>Londis</b> .....	<b>18</b>
Maximising on-trend growth to keep retailers fit for the future	
<b>Nisa Retail</b> .....	<b>20</b>
Tailoring concepts to meet a variety of needs	
<b>A.G. Parfett &amp; Sons</b> .....	<b>22</b>
Building strong partnerships to maintain healthy margins	
<b>Premier</b> .....	<b>24</b>
Capitalising on current trends to create community destination hubs	
<b>Spar UK</b> .....	<b>26</b>
Investing in all-encompassing, profitable retail models	

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## Analysis

foodservice opportunity or dinner for tonight, for example.

However, he also acknowledges that the costs facing the convenience sector – including energy, transport and labour, as well as prices to farmers and food manufacturers – have risen considerably faster than inflation and says that Spar's five regional distribution centres, along with its central office trading team are doing a lot to contain these rising prices.

The rising cost of business is the number one issue for retailers at the moment, says A.G. Parfett & Sons [Parfett's] joint managing director Guy Swindell, who notes that the company is committed to supporting retailers in retaining healthy margins during these challenging economic times. To achieve this, the business has significantly increased the number of promotions throughout the year and established strong partnerships with suppliers, he says.

"During key trading periods, such as Easter, Back to School, Halloween, Christmas and special events like the World Cup, Jubilees and Coronations, our trade week deals are designed to optimise margins across important product lines and categories," he explains.

In addition, Parfett's provides data-driven advice to help retailers stock the right range of products and merchandise them effectively, ultimately maximising sales and margins, he adds.

Many retailers have faced challenges over the last 12 months with the cost-of-living increases, says Bargain Booze head of franchise Ben Summers.

"Trading as a discounter, we are well positioned within the market, to drive both consumer confidence and good value – and this will be a continued focus over the next 12 months.

"As retailers have been impacted by the cost of living, it has never been so important to help grow their margin," he says. "We have committed to continue to grow this across our estate, by providing insight into category information and where we are seeing the trends change.

"Focusing on the right area is massively important as is having the data to help guide retailers on making informed decisions around improving their businesses."



### Mitigating the impact

The franchise & fascia groups have implemented a diverse range of actions to help their retailers overcome the challenges of the current inflationary environment. Communication and exchange of information is an important strategy being used by a number of the franchise & fascia groups to help their retailers thrive.

"Nisa has listened to and acted on the feedback from retailers to deliver tangible changes to the business that supports its retailers, such as pricing," says Lockie. "Customer feedback allowed Nisa to match many of those requests to the data available to target the most popular lines and ensure the investment is of benefit for customers and shoppers. We have also recently set up retailer listening groups, which invite Nisa retailers to put forward feedback and opportunities directly to Nisa's senior leadership team."

At Bestway Retail, the group held

its first trade event in May this year, with members from all three fascias – Bargain Booze, best-one and Costcutter. "This attracted over 1,000 retailers to the event to talk about growth within the categories and future plans for the next 12 months," explains Bargain Booze's Summers. "Ensuring retailers have the right guidance around each format in the market helps to retain and also attract new retailers."

At Spar, a "unique" Guild system allows retailers to meet and network with their peers and influence decisions that are made with regard to the direction of the organisation, the marketing and brand programme, and retail developments, reveals Taylor. "In this way, our independent retailers remain in charge of their own destiny while at the same time, sharing vital information and influencing outcomes that could make a huge difference to the business success of both retailer and wholesaler."



# Progress amid the challenges

Despite the difficulties of the market, Bestway Retail has seen in excess of 400 accounts opened over the last year, reports business development director Jamie Davison. In particular, he points to the strong demand for the hybrid concept of Bargain Booze in a Costcutter store. “Business is exciting ... some customers already trading are seeking to grow their portfolio of stores, others are looking to start trading. There is a clear desire to work with quality retailers looking for a true partnership and collaborative approach.” Bestway will continue to drive its hybrid concept stores and plans to focus on its fresh offer, underpinning this

by re-evaluating its presentation in-store and using insights to modernise this.

Turnover at Parfett's has risen by 6%<sup>i</sup> over the last year, as the company's employee-ownership model continues to attract independent retailers across its cash & carry depots network, says joint MD Guy Swindell. In addition, the Go Local network has grown to 1,100 retailers across the North and Midlands. A new depot in Birmingham has also extended the reach of the business into the Midlands and eventually down the M40 corridor, he reveals.

Nisa's head of retail Victoria Lockie says the company is set to open 400

stores in 2023 as part of an “ambitious” recruitment drive. “Nisa has seen a strong start to the year, with 130 stores recruited year to date,” she says. Meanwhile, recruitment of wholesale partners, including Greens Retail and MPK, has almost doubled in the same period year on year and the company currently supplies 2,480 Nisa fascia/independent fascia retail stores.

One Stop reports that it has been focusing on quality rather than quantity over the past 12 months, ensuring that profitable decisions are at the forefront of what it does. It has introduced e-commerce, low everyday prices

and has focused on promotions, store layouts and retailer support.

Spar UK retail director Ian Taylor reveals that the business closed last year with good like-for-like growth. “Spar sales grew 4.8%, average basket spend grew 2.6%, average footfall increased by 10.6% and Spar own-label sales were up 6%<sup>ii</sup>,” he says. “We are well positioned to deliver on our plans for 2023, however we remain mindful of the headwinds that may impact the industry. By continuing to share and learn, developing great stores and supporting innovation, we will remain the driving force within convenience.”

In addition, the focus on value/own-brand and backing their retailers with strong marketing and advertising support is a common theme among the groups.

In May, Nisa announced over £2m of further price investments into the tobacco category – a key area for c-stores. This, says Lockie, followed a £6m investment in February into the wholesale price of more than 1,000 branded products across beer, wine and spirits, soft drinks and tobacco.

Expanding value ranges, providing a clear approach to promotions and constantly developing its own-label range is a priority for Spar in supporting its retailers, says Taylor.

“Own-label continues to grow in importance for retailers as they seek to maintain margin while offering consumers great value,” says Parfett's Swindell. Parfett's own-label range is continuing to expand, including the launch of a range of energy drinks

under the Xenergy brand, consisting of 10 products and generating more than 20,000+ case sales week, as well as “outselling the leading brands in some cases by as much as 300% on certain SKUs<sup>2</sup>”, he reveals. In addition, monthly sales of its own-label toilet rolls have grown by 411%<sup>3</sup> and, in some months, “outsell all the other brands put together”, he adds.

Parfett's has also invested in increasing the number of promotions to provide even better value than before.

## Store and insight evolution

Evolving store formats is a continual process for all the franchise & fascia groups as they look to retain existing retailers, court new ones and establish a greater understanding of the changing needs and demands of consumers.

Costcutter and Bargain Booze have joined forces in a hybrid concept, with the Bargain Booze off-licence

appearing within Costcutter stores. Alongside this, Costcutter has seen the expansion of its direct-to-store and local sourcing ranges, reveals Davison. “These provide our retailers with key points of difference. Combining these areas of focus has driven the success of our hybrid stores, which offer great fresh [products], a great off-licence and unique local products.”

He says the next key area of focus will be forecourts as parent company Bestway is “well placed to serve the needs of shoppers in this key area and this presents a big opportunity for retailers”.

Already focused on the forecourt arena, Nisa's Lockie says it has seen significant success with sales up 29% in 2022 over a three-year period. Since 2019, 194 forecourt stores have chosen to join Nisa's estate, with 35 joining so far in 2023, she adds. “This has taken the total Nisa forecourt store numbers to 350 across the UK. Recently, Nisa and



## Analysis

MPK Garages signed a deal, which will see 11 forecourt sites join Nisa.

Parfett's believes in a bespoke service for working with its retailers "rather than cookie-cutter options offered by competitors", says Swindell. "Across the Go Local portfolio, the number of larger Go Local Extra stores continues to grow, while our off-licence focused fascia, The Local, has seen store numbers double in the past 12 months," he adds.

Meanwhile, as competition for footfall, basket spend and profit heighten against the backdrop of industry challenges, the next 12 months could look to be challenging if independent retailers do not engage with their shoppers and meet their expectations, reckons Spar's Taylor. "Convenience stores must adapt to their local customer base and engage with them if they want to remain competitive. And one way of doing that is by understanding who their customers are and investing in their stores to stay ahead," he says.

Spar has done this by developing a portfolio of mission-based store formats and flagship stores, while creating a customer-centric range for stores defined by format and category, all around its over-arching brand proposition, the Joy of Living Locally, he explains. "Every Spar store around the UK has been modelled by location, customer type, competition and sales by mission, and planograms are matched to the format with local influence. Offering our customers something entirely unique to them is a great way to differentiate."

The business has been rolling out its Spar Market stores in England, Scotland and Wales, with elements of the design dialled up to bring out the uniqueness of the independent retailer or company-owned store in a specific area. "Spar Market stores offer more fresh foods, a greater range of products, including premium beer, wine & spirits and frozen ranges, and can also offer cafés, butchers and delicatessens, he says. Independent retailers who have opened or converted to a Spar Market store are seeing increased sales, basket spend and footfall and, more importantly, an increase in margin, he says. "Margin protection and how to drive increased revenues from your local footprint is at the top of our agenda."



### Occasions and local engagement

Demand for value has never been higher and consumers are comparing prices at the shelf, dining out less, while brand loyalty is in decline, says Nisa's Lockie. "Data has shown that 4 in 5 shoppers now consider themselves to be very value-led, which means retailers need to help customers save money, without sacrificing the quality of their offering.

"Switching to own-brand enables shoppers to treat on any budget, with Halloween, Christmas and Valentine's Day seeing growth from own-brand," she says. "Nisa supports these occasions with ranges such as party food at Christmas, meal deals at Valentine's Day and themed sweets at Halloween, enabling shoppers to bring these events home."

Parfett's Swindell points to the demand for seasonal products, especially impulse buys such as ice creams, which can fluctuate quickly.

"Retailers can get caught out if we have a sustained spell of hot weather – when it's also worth stocking up on water and soft drinks," he says.

"Another strong trend is a big demand for products such as Prime [energy drinks], American candy and Takis [a Mexican brand of rolled corn chip tortilla snacks]."

Meanwhile, Spar's Taylor comments: "If the last few years have shown us anything at all, it is that Spar is an agile business. Creating a great working environment for all our people is key to our motivation. Running successful convenience stores is about much more than opening a shiny new store or putting product on the shelf. It's about being at the heart of the community, putting your customer at the centre of everything you do, engaging with them, offering choice, value for money, range, local products, exceptional service, speed, efficiency and newness. But above all, it's about being



# Delivery market continues to evolve

Parfett's joint MD Guy Swindell believes the home delivery market is continuing to grow as more consumers enjoy last-mile delivery, he says. Its Go Local retailers use Snappy Shopper and other services such as Getir to provide top-up conveniences. "Often, basket spend is significantly higher than in-store," he reveals. "Indeed, figures from Snappy Shopper suggest that average basket spend is £26 compared to £7 in-store."

"Online shopping is here to stay and it will continue growing as people appreciated its convenience. However, the physical store experience is still important for certain shoppers, such as the elderly, and also

for certain shopper journeys. Our retailers have the freedom to use the services that are most appropriate for their business and local area."

Nisa head of retail Victoria Lockie agrees the UK convenience delivery market has evolved rapidly in the past few years, with the recent pandemic helping to deliver that growth. "It's important we provide Nisa customers with solutions that work for them," she says. "So far, we have partnered with four different delivery businesses – Deliveroo, Uber Eats, Snappy Shopper and Jisp – to ensure the varying needs of our retailer base are met."

"Many shoppers have come to expect some form of delivery

service being available at their local stores, so we are continuing to work closely with a range of providers and continue to see some fantastic successes for our partners across the UK."

Delivery partnerships allow retailers to reach an additional pool of customers and empower them to develop an omnichannel offering at their stores, she adds.

For Costcutter, many of its franchisees do offer either home deliveries and/or cash & carry services, but they all vary, reveals Bestway business development director Jamie Davison.

"We provide our retailers with access to various delivery partners depending

on their location. Our experience has been mixed; it really depends on how much experience the retailer has, as the more they have, the more advanced they are in understanding which model works best for them and delivers the best return. The performance depends on location and competition."

One Stop has partnered with 'Deliverect' to offer its franchisees an integrated online delivery platform, it says. "Since introducing this, we have encountered a high level of interest from our current franchisees and independent retailers due to the incremental sales growth online delivery creates."

convenient. These are at the heart of our core values."

Bargain Booze has transitioned its customers into new depots over the last 12 months to position them in areas to become more streamlined in efficiency, reveals Summers. "These changes have now positioned the business to grow in regions that were previously inefficient for deliveries," he says.

And Bestway Retail's Davison says the business has a great pedigree in the beer, wines & spirits category, where it has seen "phenomenal" performances. This is followed by the hero categories of fresh food and local produce across the stores, he says. "However, looking further ahead to autumn/winter, we recognise the summer season lift will pass and shoppers will be looking for more value," he notes. "Our view is there will be more demand on core grocery staples, value/own-label and frozen foods. These will become even more popular as households will look

to stretch disposable income further and better manage waste through buying little and often locally, also with more reliance on staples such as bread and milk."

## HFSS: opportunity or challenge?

While many convenience and independent stores fall outside the parameters of last October's initial high in fat, salt and sugar (HFSS) legislation, which restricts promotions of products by location, there is some thought that this might be to their benefit when competing with the larger retailers on impulse purchases, especially in categories such as confectionery. However, it's still too early to read much into the impact, say the franchise & fascia groups.

For Bargain Booze, Summers says lots of the off-licence or convenience format footprints are below the required HFSS space, so the legislation hasn't impacted the majority of its

stores directly. "This has provided an opportunity where we trade against larger-format stores, and we have seen growth in non-licensed categories."

Meanwhile, referring to Costcutter, Davison says it is very early to provide any feedback on HFSS at this stage. "Our store estate is quite diverse. A few larger stores have been mindful and have introduced new measures in preparation even though they are exempt. However, most stores are below the size threshold and remain trading as normal. As yet, we cannot say there has been a significant increase in sales."

Parfett's Swindell highlights the fact that healthier options are an important consideration for shoppers and, therefore, should be for retailers. "As impulse is an important sales driver for convenience retailers, they should ensure changes have a minimal impact by considering alternative, healthier impulse options," he says.



## Analysis

“Stores should also be re-planned to deliver against key customer journeys, while also ensuring customers can shop all the key categories while still meeting any possible future legislation changes.”

At Nisa, Lockie says it’s incredibly important to listen and understand what challenges community retailers now have to consider. “We’re talking about how difficult it is to run a store with the various new regulations in place, such as the Windsor Framework for Northern Ireland, HFSS, DRS and Challenge 25, to name a few. When I ran a store 25 years ago, the aim was to sell the most products and be profitable while having fun doing it. I certainly didn’t want to be sitting in front of a screen and making sure I followed various different regulations. Our challenge is how can we make it simpler for our retailers, so they can spend more of their valuable time growing their stores, while maintaining high regulatory standards.”

### Developing technology

Whether it’s artificial intelligence, robotics or mobile devices, “the digital transformation of the convenience store is well under way”, according to a white paper by networking technologies specialist Hughes<sup>5</sup>. “Convenience stores that want to compete for today’s digitally connected customers must be able to deliver the shopping experience they have come to expect,” says the company. It notes that this includes omnichannel experiences, multiple delivery/pick-up options and AI-driven personalised recommendations. However, in the current environment, the franchise & fascia groups featured here seem more intent on developing their in-store technologies to improve both retailer efficiency and the shopper experience, or simply strengthen compliance for certain categories.

In September 2022, Nisa further developed its EPOS through the Evolution Multisite solution, which features an intuitive head office application that communicates with multiple branch sites, reveals Lockie. “The EPOS solution was developed specifically based on retailer feedback and enables retailers to analyse their business by individual store, groups of stores or as a whole, while offering automated head office and branch



communication and auto-generated range additions such as substitutions, pre-sells and allocations. This will support all of our commercially minded retailers to continue to develop and grow their businesses,” she says.

Bargain Booze’s Summers says it will continue to review the right technology partners to drive incremental sales or business efficiencies. “We have been first on trials such as digital age verification and will continue to lead where it adds value to the retailer or shopper,” he says.

Costcutter has a history of embracing new tech, says Davison. “We have been the first to trial things such as new refrigeration and freezer units to save our retailers the cost of doing business. We often work on trials such as the tech for age verification, to help retailers make it easier to serve customers and remain compliant.

“Some stores are currently trialling electronic shelf edge labels (ESLs) that save resource and provide enhance marketing,” he adds.

With a “foundation of strong technology that runs throughout the

business”, One Stop has begun to introduce self-checkouts into its stores. The company says it is also looking into a number of innovations with its independent retailers that could add value across the estate, but has not revealed further details.

Spar’s Taylor says that independent retailers who are investing in their stores are driving the change in bricks and mortar outlets. Spar stores offer more than just food and drink products, he says. “These are the stores of the future, fit for tomorrow’s customers,” he adds. “By focusing on the customer and local community, investing in retail technology and understanding the data, investing in the store and colleagues and defining a store’s format, it will strengthen customer loyalty and, in return, see a healthy increase in margin. Today, that’s what it’s all about.”

#### Sources

<sup>1</sup> <https://ccentral.ca/6-cool-c-store-innovations-around-world>  
<sup>2\*</sup> Internal company data  
<sup>4</sup> <https://tinyurl.com/2rcyphyr>

<sup>5</sup> <https://tinyurl.com/bdea87cm>

#### Progress side panel

<sup>1\*</sup> All internal company data



One Stop

# A milestone year for One Stop

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KEY BRANDS

One Stop

➔ One Stop has performed well in terms of new store openings and attracting new independent stores to join the franchise over the past 12 months, it reports. “We’ve experienced sustained growth and achieved significant milestones in expanding our franchise estate,” it says. “We celebrated opening our 300th franchise store in December 2022 – testament to the success of our franchise model.

“We have a robust development strategy in place and will continue to invest in our franchise offering, enhance our support network, and provide a compelling proposition to attract new independent stores to join us. Overall, we believe our franchise business will continue to thrive and expand in the coming year.”

With value becoming more important than ever during the cost of living crisis, One Stop has supported its franchisees by introducing its ‘Low Everyday Prices’ range, locking prices



“One Stop has removed the complexity of running an online business”

– Aman Uppal, One Stop, Mount Nod

on essential products, it reveals. Moreover, by offering online delivery to its franchisees, One Stop has empowered them to incrementally increase their sales beyond their current catchment area, it notes. “Introducing a game-changer to online delivery, we partnered with a quick-commerce platform provider to streamline the process and reduce the time taken to complete an order by 25%.”



one|stop

Franchise

## Give your customers what they need.

One Stop are dedicated to enhancing our franchisees’ businesses and encouraging them to provide the best shopping experience possible.



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## Bargain Booze

# Create winning off-licences

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 Head of Franchise

### KEY BRANDS

**Bargain Booze**  
 – advantages include:  
 • The opportunity to be part of the UK's leading off licence business;  
 • Market-leading deals to encourage customers to spend more;  
 • An extensive impulse and soft drinks range;  
 • Regular field team visits to help grow the business;  
 • Fully managed EPOS & back office system to save time and costs;  
 • Seven-day support for your business from a customer care team;  
 • Up to 14 days' credit on purchases;  
 • Up to 4% rebate scheme  
 • A premium delivery service.

There's good reason why Bargain Booze is one of the most sought-after franchises on the high street, says the company. "Not only does our market-leading brand inspire loyalty and engagement across a broad customer base, but significant investment into the brand over the past three years has assured our future at the forefront of franchised off-licence," it notes. "Our key product lines include discounted craft beer, lager, cider, wine, spirits, soft drinks, e-cigs, snacks, confectionery and groceries, and we lead the market in adapting fast to new consumer purchasing behaviours – often first in bringing NPD to market."

Bargain Booze gives retailers the tools they need to offer consumers the best choice, service and value on the high street, it says. "You can expect the full support of the company, with EPOS systems and branding, as well as marketing POS, and digital support.

"Also, our experienced franchisees are only too pleased to share experiences and will help and support you on your journey into retail."

### Best-in class alcohol range

Bargain Booze has one of the biggest premium spirits and premium beer ranges, with over 1,400 BWS lines, it says. "Our expert buying team use supplier-led data, customer insights and competitor knowledge to create our award-winning proposition.

"As a part of Bestway Wholesale, we are one of the first-to-market choices by suppliers for NPD, driving trend and growth areas. We use leading data analytics to drive performance, and our franchisees have the flexibility to centre their offers around what they know will work in their area."



“Significant investment into the brand over the past three years has assured our future at the forefront of franchised off-licence”

### Marketing support package

Other advantages include full store branding and best-in-class marketing support, it adds. "We also invest significantly in national advertising, with a sector-leading Facebook page, and provide a POS kit (including leaflets) and a promotion implementation guide every four weeks to support seasonal and event-driven promotions.

"Locally, we provide a marketing launch package for new store openings, as well as advice for franchisees looking to drive sales.

"Industry-leading local search optimisation helps stores to be more discoverable across search engines. This is supported by a local page for each store on the Bargain Booze website."

Whether experienced or new to retail, the company gives the right support to help you become a winning business. This includes sales support via exclusive retailer deals, guidance on how to increase sales and margin via upselling, range and store layout.

"Our social media platforms are a powerful way for us to reach and engage with new audiences. Just recently, we launched on TikTok in order to target the Gen Z demographic, which is perfect for us to share our brand personality and have some fun. Our content has performed really well and allowed us to reach a new audience, and our suppliers have been excited to get involved with us in this channel, enabling us to showcase some of the brands we work with."



# Bargain Booze

## Experience double digit growth with the UK's largest Independent Franchised Retailer

“ I have been with Bargain Booze for 21 years and grown from a single site operator to having 5 sites with them. The simplicity of Bargain Booze helps me operate multiple sites and has helped me grow my business - my LFL sales are up in double figures! The model is perfect for retailers looking to compete against some of the bigger retailers and also generate great rewards on purchases. Having such a well managed solution gives me more time to focus on the stores and people in the business. I would highly recommend Bestway Retail to anyone wanting to grow their business further - take a look at what they can do for you! ”



Gareth Wynne

### Here's what Bargain Booze can offer you;

- Free EPOS system and brand Fascia
- Best in class Alcohol range
- Industry leading delivery service with up to two deliveries per week, within a 4 hour window
- Our delivery teams go the extra mile – we won't just leave stock at your door, we'll bring it inside!
- Up to 4% rebate on purchases, including spirits
- Experienced Experts on hand to help
- 14 days credit on all purchases
- Remote online EPOS ordering

**For more information**

**email** [abetterfuture@bestwayretail.co.uk](mailto:abetterfuture@bestwayretail.co.uk) **or**  
**visit** [www.bargainbooze.co.uk/abetterfuture](http://www.bargainbooze.co.uk/abetterfuture)



best-one

# Digitally driven performance

DETAILS

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KEY BRANDS

best-one

Best-one supports its independent retailers in providing a wide range of products suited to the needs of their local community.

“Our stores have fresh and inviting designs, easy-to-access layouts, and convenient opening hours, with many offering food-to-go services such as bakery, chilled/dairy goods, news, magazines and ATM services,” it says. “Our extensive range of high-quality own-label products, including soft drinks, alcohol, confectionery, household, baby care and frozen categories provides shoppers with great-quality products at attractive prices. Best-one is also a local one-stop shop for breakfast, lunch and dinner, with food-to-go counters, serve-over meal counters and premium coffee stations.

“To help our retailers drive footfall and sales, we offer periodic in-store POS support, shopper promotional leaflets and digital advertising.”

**Digital development**

The company has implemented a local search engine optimisation data management tool, which allows the business and its retailers to manage what shoppers see when they search for stores online. “It’s everything from opening hours, contact details and images of the latest available offers and it’s not just Google – over 50 search engines are included,” it says. “We manage this centrally to ensure the best rankings and best visibility for our retailers, driving footfall into their stores. On average, we achieve 3.3m listing viewings per month.”

The development of social media is a key focus for best-one and it is boosting the level of activity and adding new channels, reveals the



“The development of social media is a key focus for best-one and the business is boosting the level of activity and adding new channels”

company. “Insight and audience profiling show us that our best-one shoppers are younger and much more likely to engage with social media and online games,” it reveals. “With this in mind, we have exciting plans to keep improving the best-one digital offer, so watch this space.

“We provide all our retailers with social media assets they can use throughout the promotional period to drive footfall and attract shoppers with the key deals that will feature in the monthly promotion.”

Jamie Davison, Bestway Retail’s business development director, says: “This is an incredibly exciting time to be a best-one retailer. We’ve made excellent progress and delivered fantastic results with our development of the best-one brand and we look forward to using these same principles as our guide to advance the best-one offer for our retailers. We know our audience profiles are different and we can use the powerful insights at our disposal alongside the exclusive shopper personas we’ve developed to create messaging that resonates best with each group. We’re really excited by the opportunity to build best-one, and grow sales and profits for our retailers.”



# best-one

More retailers are joining best-one because they can see we're the right choice for them.



Rebates of up to 5% available



Competitive wholesale pricing



Store development with new fascia and interior available



National distribution and wholesale network



Award winning best-one own-label range



Store development co-investment funding available

I realised there had to be changes made to move my business forward. After working with the team at best-one, we feel we are definitely going in the right direction. We are so proud to be a part of the best-one family and look forward to the future.

**Barry Thomas**  
best-one Thomas News,  
Doncaster

best-one on Bridge Street

best one

**B** BESTWAY  
RETAIL

Costcutter<sup>c</sup>

best-one

Bargain Booze

Want to find out more?  
Visit our website today!

[retailer.best-one.co.uk/apply](http://retailer.best-one.co.uk/apply)

Alex Walker: 07885 200 033

## Budgens

### DETAILS

**Budgens**  
(part of Booker Group)  
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Irthlingborough Road  
Wellingborough  
Northants NN8 1LT  
t: 0808 178 8644

### KEY CONTACTS

**Stewart Fenn**  
Sales Director – BRP

### KEY BRANDS

**Budgens**

### BUDGENS' BENEFITS

- No joining, membership or weekly fees
- Industry-leading rebate scheme\*
- Extensive own-brand ranges from entry level to premium
- Expert fresh food support
- Over 200 promotional offers every four weeks including the new WOW footfall driving deals
- Free marketing support
- Industry-leading symbol brand on Facebook with over 240,000 followers
- Up to six day multi-temperature deliveries plus top-up at your local Booker branch
- Free support through Yext and Socio Connect

\*Terms and conditions apply

➔ Budgens is the UK's oldest grocery symbol retailer and while it remains true to its heritage, focusing on serving local communities with quality fresh produce and great value own-brands, it is also continuing to develop its offer to cater for food-to-go, chilled meals, vegetarian and vegan options.

Budgens is available nationwide and has a flexible format suitable for neighbourhood centres, forecourts, suburban shopping parades, towns or villages of between 1,000ft<sup>2</sup> and 5,000ft<sup>2</sup>, it says.

“At Budgens we have focused on developing our chilled ranges to meet the needs of retailers who value their independence, recognising the enormous benefits that shelf life and smaller pack sizes bring to retailers in optimising availability and minimising wastage,” it says. “We have also enhanced our offer by introducing additional fresh and chilled meal solutions such as evening meal for tonight and lunchtime meal deals, which now include healthier ‘low cal’ options, as well as increased vegetarian and vegan options.”

To meet shoppers’ rapidly increasing appetite for eating on the move, Budgens has partnered with the likes of Cook, Laithwaite’s, F’real, Stone Willys and more. “By introducing an improved hot on-the-go solution, we have also launched new bakery ranges, iced drinks and a dessert offer to meet shopper needs in the fast growing ‘treat’ sector,” it adds.

Backing from Booker guarantees access to group and channel exclusives, great quality and a fantastic promotional package with strong retail margins, it notes.



“At Budgens we have focused on developing our chilled ranges to meet the needs of retailers who value their independence”

The symbol retailer runs more than 200 promotional offers every four weeks, including the new ‘WOW’ footfall-driving deals. Also, while focusing on everyday lower prices on key lines such as bread, milk, fruit and vegetables, it provides free support all year round with personalised leaflets, POS and seasonal kits to help retailers bring an exciting shopper experience, it explains.

Budgens also supports its retailers on all mainstream social media platforms and is the industry-leading symbol brand on Facebook, with over 240,000 followers, it reveals. “Our dedicated team create content to help drive footfall and interest around the brand, which is advertised with geo-targeting to store locations, sharing fun offers, animations and delicious recipes.”

Budgens operates a zero cost model, meaning there are no joining, membership or weekly fees, including a free fascia and installation package. “Our mission is to support independent retailers to ensure continued supply, counter cost pressures and to help our retailers grow their business through expertise and advice on fresh through our committed retail and forecourt development teams.”



# JOIN Budgens



- **Industry Leading Rebate\***

- **Market Leading Fresh & Chilled Range**

- **Free to Join**  
No membership fees,  
free marketing package

- **Group Exclusives & First to Market NPD**



**Great quality products**

“We have owned our Budgens store for over 13 years now! More recently with Budgens’s support our refurbishment, updating our store layout, products and additional services has brought a new flare to the business and is optimising our sales!”

**David Knight**  
Hassocks

**Call us today on 0808 178 8644  
or visit [Joinbudgens.co.uk](http://Joinbudgens.co.uk)**



\*Terms and conditions may apply



Costcutter

# Top marketing to drive sales

DETAILS

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 w: costcutter.co.uk

KEY CONTACTS

**Jamie Davison**  
 Business Development  
 Director

KEY FASCIAS

Costcutter

Costcutter is passionate about helping retailers grow their community stores and having a strong offer that connects with shoppers, making sure they have the confidence they will get what they need when they visit, with a clean, easy and friendly shopping experience.

“Our goal is to get shoppers through our retailers’ doors and we do this by the strength of our market-leading own-label range and fresh offer and by advertising our best, big brand promotions aimed at relevant shopper personas,” it says. “We change our advertising depending on the product and time of year to ensure we target the right people in the right place, at the right time, using our exclusive Shopper First program. Whether a pizza and beer meal deal, a chocolate bar or a bottle of fizz, our data-led approach ensures maximum impact for our messages.”

In the first six months of this year, Costcutter’s ads have delivered: 357,000 tracked shoppers into stores, 50 million views and 220,000 clicks. Throughout 2022, the company achieved 480,300+ registrations for its online games and 9,400+ hours of shopper engagement.

Social media is an area that Costcutter is building and gaining lots of fans across all channels, it adds. “For an average three-week promotion period, we reach 300,000 shoppers and achieve 30,000 clicks to the online store finder, driving shoppers into store,” it says.

**Activation**

Costcutter supports retailers with high-performance POS to engage consumers at shelf edge, alongside digital and social media advertising and online games throughout the year to boost shopper footfall and drive sales in-store, it adds. “We also work with



**“In the first six months of this year, Costcutter’s ads have delivered 357,000 tracked shoppers into stores, 50 million views and 220,000 clicks”**

some of the biggest brands – such as Alpro, Heineken, Cadbury, Jack Daniel’s Budweiser and Baileys – to bring our seasonal campaigns to life. Through these partnerships, we raise the profile of the brand and our retailers’ stores.”

**Digital and online development**

Costcutter has implemented a local search engine optimisation data management tool, allowing the business and its retailers to manage what shoppers see when they search for stores online. “It’s everything from opening hours, contact details and images of the latest available offers and it’s not just Google – over 50 search engines are included,” it says. “On average, we achieve more than 6.9m listing viewings per month.”

On Costcutter’s Vault platform, retailers can order additional POS, generate their own bespoke branded posters or social media posts, order uniform and consumables and all the signage they need, it adds.

Bestway Retail business development director Jamie Davison says: “Our award-winning, multi-channel marketing package helps drive sales and increase footfall into our retailers’ stores throughout the year. We know who our shoppers are and how they shop, as our Shopper First program gives us the data and actionable insight we need to tailor our store formats, product offer and marketing approach. All of this is invaluable in helping our stores increase footfall, drive sales and, ultimately, grow profits.”



# Costcutter<sup>®</sup>

## More Shoppers. More Sales. More Profit.

### Championing and supporting independent retailers for over 35 years



Rebates of  
**up to 6%**  
available



Access to **over 2,000**  
Co-op own-label  
products



The ShopperFirst  
programme **driving**  
**+20 YoY growth**



Store development  
**co-investment**  
funding available



Group benefits  
available

“ If you really want to make money and make your store a success, then you need to look at Costcutter and Bestway Retail. ”

Anand Cheema  
Costcutter Falkirk

## Want to make more money? Get in touch today

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Alex Walker: 07885 200 033



Costcutter<sup>®</sup>

best-one

Bargain Booze

Londis

# Staying fit for the future

DETAILS

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(part of Booker Group)  
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Wellingborough  
Northants NN8 1LT  
t: 0808 178 8644

KEY CONTACTS

**Stewart Fenn**  
Sales Director – BRP

KEY BRANDS

Londis

↙ Londis is one of the fastest-growing symbol groups in the UK with over 2,200 members. The group works in partnership with independent retailers, regional groups and large multiple site operators to help them increase cash profit, sales and footfall. Backed by Booker, this guarantees access to group and channel exclusives, great quality and a fantastic promotional package with strong retail margins, it says.

“At Londis we are committed to maximising on-trend growth across areas such as home delivery, food-to-go and meal solutions to ensure our retailers are best placed to benefit from these trends,” it notes. “2023 sees the business continuing to focus on how we help retailers ‘Make More and Save More’ with a multitude of opportunities to make over £100k extra profit through our ‘Fit for the Future’ programme. This initiative ensures our retailers understand any opportunities to help them to maximise their stores’ footfall, sales and profits. It focuses on areas of growth while not forgetting the basics like choice, price and service that help Londis retailers best serve their communities.

“Our new own-label brand, Jack’s, is proving extremely popular with Londis retailers, it adds. “The Jack’s range has more than 500 lines in Londis with a minimum 30% POR (excluding some chilled and fresh lines) and, with Tesco quality, shoppers are reassured.”

**Flexible symbol partner**

Londis operates a zero cost model and is a flexible symbol partner that has a fully



“2023 sees Londis continuing to focus on how we help retailers ‘Make More and Save More’ with a multitude of opportunities to make over £100,000 extra profit”

delivered service and support package to suit all. Members do not incur any membership, joining or delivery fees and also receive their fascia and imagery free of charge. “With smart planning and local area knowledge, our experienced retail and forecourt development teams are committed to helping our members grow their business, ensuring their store is well equipped and fit for the future.”

**Benefits of the Londis offer include:**

- 100% cost-free model
- Free fascia and installation package
- Earn up to 5% Spend & Save discount\*
- Unrivalled buying power and group exclusives
- A fantastic promotional package, offering strong retailer margins
- Free marketing support
- Everyday lower prices on milk and bread
- Extensive own-brand ranges
- Tri-temperature fleet, delivering all ambient, fresh and frozen together
- Free support through Yext and Socio Connect.

\*Terms and conditions apply



# JOIN THE UK'S FAVOURITE SYMBOL GROUP



- 100% cost free model
- Earn up to 5% discount\*
- Group Exclusives & First to Market NPD

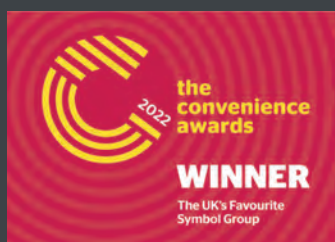


Great quality products

*“Since joining the Londis family they have provided us with great support regarding product choice! We are so grateful for their support.”*

**Heather Chapman**  
Hetherington

Call us today on 0808 178 8644  
or visit [Joinlondis.co.uk](http://Joinlondis.co.uk)



**Londis**

\*Terms and conditions may apply

## Nisa Retail

# Concepts tailored to fit

## DETAILS

**Nisa Retail Limited**  
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Normanby Enterprise Park  
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North Lincolnshire  
DN15 9GE  
t: 0800 542 7490 (Nisa  
recruitment team)  
w: nisalocally.co.uk/  
retailers/contact-  
us-and-join-nisa

## KEY CONTACTS

**Victoria Lockie**  
Head of Retail

## KEY PRODUCTS

Access to 14,000  
SKUs, including 2,400  
of Co-op's award-  
winning, high-quality  
own-brand products  
across all categories

➔ Nisa retailers can access industry expertise and data, leading fresh produce, and Co-op own-brand products all while trading as an independent or under the Nisa fascia. With over 40 years' experience, Nisa's mission is to be the partner of choice for retailers and wholesalers across the UK, explains Victoria Lockie, head of retail at Nisa.

With Nisa, retailers have the choice to operate under various symbol fascias: Nisa Local, Nisa Express, Nisa Extra or Dual-Branded, whereby a Nisa partner can maintain their own local identity while also benefiting from the strength of the Nisa brand. Retailers also have the choice to trade under their own independent fascia.

"Nisa understands what matters to its retailers and its format propositions are tailored to meet a variety of needs," says Lockie. "On joining Nisa, retailers receive unparalleled support from a team of industry specialists, including store development managers and regional retail managers to develop the best fit for them and their shoppers and, together, will help pick and evolve concepts to suit each business' needs.

"Nisa brings its concept of 'Fresh Thinking' to the fore to help retailers grow their businesses," she adds. "Understanding the ambitious entrepreneurial spirit of Nisa customers and the need to stand out against the competition sets the Nisa proposition apart. Our retailers have access to retail expertise and thought leadership to help continually improve the customer experience, via in-store solutions, category insights, store format innovation and expert account management teams."

With 2,400 Co-op products across all categories, Nisa customers have access to a UK brand that shoppers recognise and trust that drives footfall into our partners' stores, adds Lockie. The Co-op range includes great-quality core convenience essentials, including 100% British meat and free-range eggs along with a premium brand, 'Co-op Irresistible', featuring award-winning pizzas and wines, a free-from range and the new GRO vegan range.

"Demand for value has never been



Nisa head of retail Victoria Lockie with (l to r) Jay, Joe and Saj Javed of Nisa Local, Hope St, Glasgow

“Our retailers have access to retail expertise and thought leadership to help continually improve the customer experience, via in-store solutions, category insights, store format innovation and expert account management teams”

higher and consumers are comparing prices at the shelf, dining out less and brand loyalty is in decline,” adds Lockie. “To help retailers mitigate the impact, Nisa announced further price investments into the tobacco category. This followed a multi-million investment into the wholesale price (WSP) of more than 1,000 branded products.

“Moreover, another multi-million price investment, announced in 2022, saw more than 1,000 price reductions for Nisa retailers, including 330 ‘core essentials’ Co-op lines, designed to offer value to shoppers as well as good margins for independent retailers.”

2022 also saw the development of a full Nisa EPoS solution, which is available along with access to its online platform. This offers a multitude of services, including ordering, deals, pre-sells, planograms, in-store POS generation plus full order, delivery and invoice tracking.

“Nisa’s wholesale growth strategy has been reset to take into account the feedback from our independent retailers and ensure the business is well placed to deliver for them in the future,” reveals Lockie. “Nisa is able to capitalise on the benefits of Co-op ownership, which enable greater insights, buying power, a strong own-brand range, competitive pricing and increased consumer choice.”





*“Co-op fresh products have completely changed our business. Customers come to us now over the supermarket and we’ve doubled our basket spend.”*

Sunny Mann, Nisa Local Mansfield

# Fancy doubling your basket spend?

We helped Sunny grow his business through an innovative store refit, extended fresh range and great quality Co-op Own-Brand products. Our retail experts can help you grow your business too.

Give us a call on 0800 542 7490  
or scan the QR code to see  
Sunny’s story



Scan to read  
Sunny’s story

**Nisa**  
Making a Difference Locally

## A.G. Parfett & Sons

# Building strong partnerships

### DETAILS

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e: info@parfetts.co.uk  
w: parfetts.co.uk/  
tw: twitter.com/parfetts

### KEY CONTACTS

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Customer Development  
Manager  
t: 0161 429 0429

### KEY INFORMATION

**UK fascias:** Go Local, Go Local Extra, The Local  
**Average store size:** 1,500 sq ft  
**Number of UK retail members:** 1,100+

Parfetts has continued to invest into its depot network to give retailers a best-in-class experience, with improved loading bays, better facilities and the expansion of the delivered operation, reveals joint managing director Guy Swindell.

“The launch of a new 100,000ft<sup>2</sup> depot in Birmingham allows us to offer independent retailers across the Midlands a wide range of regular promotions, from weekly managers’ specials to quarterly showcases,” he says. “There are regular three weekly promotions with 120+ products plus EDLP lines offering increased value and margin across key products in any promotional period.”

Parfetts supports retailers to maintain healthy margins amid the rising cost of business, notes Swindell. “The last year has seen increased promotions and lower prices thanks to strong supplier partnerships,” he says. “Trade week deals during key trading periods help optimise margins across important product lines. And our store development team provides comprehensive services for efficient operations, data-driven advice and effective merchandising.

“Our various promotional activities to drive sales and enhance margins continue to attract retailers in record numbers,” he reveals. “Additionally, they benefit from free support services, such as point-of-sale (POS) materials, digital campaigns, and leaflet distribution. Parfetts strives to mitigate the impact on customers’ margins.”

Parfetts is built around its retailers, and their feedback is central to the company’s planning, he adds. “Strong demand for own-label has seen the range expand to 160 lines, spanning



**“Our own-label range, now expanded to 160 lines, is designed to deliver industry-leading margins of up to 75%, and provide shoppers with value”**

everything from household goods to confectionery and wine. The range is designed to deliver industry-leading margins of up to 75%, and provide shoppers with value.

“Also, the delivered service continues to expand across the depot network. Retailers can pop into the depot or order online. So, we’re investing to ensure retailer support in all elements of our operations.”

Parfetts retailers retain their independence and can trade under the Go Local, Go Local Extra or The Local fascia. This offers a truly flexible operation with no minimum spend limits or store sizes, says Swindell. “The approach is part of our commitment to helping retailers grow and thrive.

“Over the last year, Parfetts doubled down on seasonal events, which are designed to drive footfall, increase basket spend and grow margins.”

Meanwhile, the Parfetts Retail Club delivers great added value for retailers, with exclusive promotions, a loyalty rebate and free POS, he notes. “The scheme has no membership fees and no forced allocations. Parfetts provides enhanced terms that increase margin and offer promotions that drive footfall and basket spend. It also works closely with suppliers to provide retailers with a direct-to-store service with enhanced terms. “As an employee-owned company, Parfetts can invest more into offering retailers great value to maintain margins, and the service they need to operate effectively.”



\* Images show Mohammed ‘Naz’ Nazir and his store on Coventry Road, Yardley, Birmingham



# MAKE MORE MARGIN

ONE OF THE UK'S FASTEST GROWING SYMBOL GROUPS

gocalextra

www.parfetts.co.uk |   @parfetts

“Parfetts provide me with the right products at the right price and have always given the highest levels of service. They have taken the time to understand my business and provide help and advice that has increased sales and margin. Being part of the Go Local symbol group also means I have access to a level of support I couldn't get anywhere else.”

Kalbinder Singh Gill :: Go Local Extra Tipton



## BENEFITS OF JOINING US:

- No joining fee
- Free fascia
- Free leaflet distribution
- Free nationwide delivery\*
- Competitive pricing and strong margins
- A further 2% rebate when you run the full 3 weekly promotion
- Free store development support
- A dedicated Retail Development Advisor (RDA)
- Access to category advice to drive basket spend and sales
- Access to over 9,000 products
- Access to 3 weekly promotional packages with 120+ lines plus every day low price lines (4 week buying in period)
- Margin boosting deals including showcases, trade specials, one day offers and seasonal offers
- Free POS packs including consumer leaflets
- Support of a full marketing service driving customer footfall and spend
- Tailored digital marketing support including access to our central social media accounts
- Free EPOS system with promotional PLOF updated each promotion

\*Delivery availability is based on minimum spend and order quantity qualifications.

VISIT [WWW.PARFETTS.CO.UK](http://WWW.PARFETTS.CO.UK) OR  
EMAIL [JOINUS@PARFETTS.CO.UK](mailto:JOINUS@PARFETTS.CO.UK) TO FIND OUT MORE

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An Employee Owned Company

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Premier

# Enjoy a Premier experience

DETAILS

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KEY CONTACTS

**Martyn Parkinson**  
 Sales Director – Retail

KEY BRANDS

Premier

➔ Awarded Best Symbol Retailer of the Year at the 2022 Grocer Gold Awards, Premier has over 4,100 stores around the UK and delivers more profits for retailers and a better experience for shoppers, it says. “With 20 years’ consecutive growth, joining Premier offers independent retailers the opportunity to provide a fantastic convenience store in their community, supported with great-value promotions and quality products.”

Backed by Booker, the UK’s leading food and drink wholesaler, Premier does not operate any membership or joining fees and installs the fascia and imagery free of charge. Premier retailers can take advantage of the ease and convenience of shopping at any Booker branch, benefiting from cash & carry prices, it says. To ensure their shoppers can make the best choice to suit their individual requirements, Premier retailers stock both of Booker’s exclusive and trusted Euro Shopper and Jack’s own-brands.

“Regular in-store promotions make the most of key dates and seasons, while recently updated POS enhances the shopping experience to drive sales,” it adds. “Premier’s famous Mega Deals not only emphasise the low prices aspect of Premier, but ensure the best choice for shoppers across all categories of fresh, frozen, grocery and impulse.”

Premier is advertised daily on TV, with an audience of over 100 million annually, it reveals. “This creates additional awareness of the brand,



“By including on-the-go food and drinks in their stores, Premier retailers can capitalise on current trends and create a real community destination store”

driving footfall into stores and growing the business by driving the value message. By including on-the-go food and drinks in their stores, Premier retailers can capitalise on current trends and create a real community destination store.”

**Spend & Save**

However, there is even more to being a part of Premier, it adds. “Spend & Save helps retailers save up to 5% on their non-tobacco purchases and adds to their bottom line, which improves profitability. In addition, a wide range of services such as energy savings, free EPOS and central billing have been created to add additional value and keep operating costs low for Premier retailers.

“Premier continues to go from strength to strength and its focus in increasing choice, lowering prices and improving service helps independent retailers to become the heart of their community while managing a successful business.”



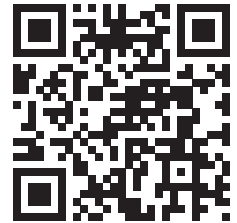
# Premier

## MORE FOOTFALL MORE PROFIT



**“ I'm just beyond proud of what we've achieved here. Premier have supported me every step of the way and I'm so grateful to the entire team ”**

Arun Ehamparam,  
Premier Talbot Stores,  
Bournemouth



SCAN TO DISCOVER HOW WE CAN HELP YOU GROW YOUR BUSINESS



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**Call us today on 0808 178 8644**  
**or visit [JoinPremier.co.uk](http://JoinPremier.co.uk)**

- Up to 5% Spend & Save discount\*
- Free EPOS system\*
- Free Store layout plans & merchandising support
- Free fascia & window imagery
- Free POS & personalised leaflets
- Enhanced fresh, chilled & frozen range
- Food to go solutions
- Assistance with Van Leasing
- Extensive Own Brand ranges
- Exclusive NPD
- Access to reduced Tobacco Pricing\*
- Every day low price deals
- Access to sustainability initiatives
- Specific support for small format stores

\*Terms and conditions apply.



Refresh@Premier

Beer Cave

Frozen

Ready Meals

Vaping@Premier

Own Brands

VAPE NOW INCLUDED IN SPEND & SAVE

SPAR UK

# Investing in success

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\*first contact for potential members

KEY CONTACTS

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**Ian Taylor**  
Retail Director  
**Suzanne Dover**  
Brand and Marketing Director  
**Lee Johnson**  
Strategy and Operations Director  
**Jamie Seymour**  
Head of SPAR Brand  
**Trudy Hills**  
Head of Grocery  
**Simon Mitchell**  
Head of BWS and Fresh & Frozen

KEY FASCIAS

SPAR  
EUROSPAR  
SPAR Market  
SPAR Express

“Collectively, we hold a deep sense of pride in being a symbol group of family-run and independent businesses,” says Ian Taylor, retail director at Spar UK. “As one of the UK’s leading symbol groups, with a mix of independent forecourt and convenience retailers and company-owned stores, Spar is a strong convenience brand. We have some great stores and sites around the country, which are reinvesting to meet local consumer demand.”

Understanding changing consumer behaviour is important, he says. “It not only supports the growth of the convenience sector, but also demonstrates the power of the shopping experience within modern stores. For some shoppers, stopping off at a local Spar convenience store is favourable to visiting local high street supermarkets, based on the accessibility and range of products and services available within them. This customer in-store experience also plays a significant role as they expect to see designated food-to-go areas and a credible convenience store offer.”

Partnerships, franchising and investments have allowed Spar to reshape its network of stores into an all-encompassing and profitable model, he reveals. “We operate in a very strong sector, but to maintain relevancy to today’s customers, we have to invest in the business. This year as a collective, we are investing £122m in future growth and development, to continue increasing the sales and profitability of existing and new independent convenience and forecourt partners. We’ve been doing this over the past few years and those who invest now will gain significant benefits for the future.”

Spar’s family of independently owned businesses has a culture



**“Working with an agile business model is a must for independent businesses to thrive. Success centres on getting the consumer offer and delivery right”**

of continual reinvestment to drive the business forward, adds Taylor. “That means we partner with our independent retailers and invest in their business, in new stores, in retail technology, in the Spar brand, in our own-label range, and in promotional and price activity to give better value to our shoppers. We also invest in our infrastructure, logistics, warehousing and people.

“During and post-pandemic, we saw consumer shopping habits change, with many looking to shop local, and that is why we developed our new brand proposition, called the Joy of Living Locally. Shoppers use Spar stores for the range of services we provide, such as locally sourced products, butcheries, bakeries, food-to-go or simply great value in terms of price and convenience.

“Our business is growing faster than others,” he notes. “More shoppers are visiting our stores, which offer value, service and community reach. We are able to create profitable business models for our partners. We look at a store or site location, customer base, and data to make sure the right range is in the right store format.”

Partnerships and working with an agile business model is a must for independent businesses to thrive, he concludes. “Success centres on getting the consumer offer and delivery right. In this fast-growing sector, success will come from working with Spar. We have the experience, knowledge and agility to test new solutions quickly and play an integral role in meeting shopper needs.”





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