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The Grocer Guide to...

The
Grocer

Franchise & fascia



Analysis

Going fishing

Competition in the symbols and franchise markets is as fierce as ever, with leading players choosing different strategies to attract independent operators into their folds, retain their loyalty and build their estates



➔ Of the 47,079 convenience stores in the UK, 31% are symbol group independents (including franchises), 29% are multiples (including multiple owned forecourts and multiples trading under symbol groups and 7% are co-operatives. The remaining 40% are still unaffiliated independents (including unaffiliated forecourts), according to the latest data from the Association of Convenience Stores' 2021 Local Shop Report, indicating that there is still a relatively large pool of independent opportunities into which the major franchise and symbols players can dip their fishing rods.

And so they did in 2021.

Nisa Retail says it has recruited almost 550 new stores, including 51 forecourt sites, during 2021, building on strong 2020 recruitment figures. "In addition, 35 stores sold by Co-op

transferred into the Nisa estate under independent ownership in 2021," reveals head of retail Victoria Lockie.

The company attributes some of this success to its new Fresh Thinking proposition, designed to help attract "a new generation of shoppers to Nisa partners' stores" and aimed at helping it partners create the best customer offer in their area, explains Lockie. In addition, new promotional mechanics aligned to different shopper needs and missions were launched at the start of 2022 and given a fresh POS identity. These include £5 Midweek Meals, Co-op Fresh 3, £5 freezer-filling deals and One Week Deals.

Londis reports that over the past year more than 200 new retailers joined the symbol group, noting that it has invested in recruitment retention and attraction, as well as launching its

driver academy. "This has been backed up with investment into increased chilled capacity and over 100 new vehicles," it says.

Spar UK managing director Louise Hoste says the Spar family has seen sales and footfall returning to pre-pandemic levels, with total sales in 15.2% growth vs the total convenience sector which has seen 5.6% growth over the last two years². Spar's market share has grown from 5.1% to 5.7%, she adds.

"Growth for us has come from expanding basket sizes in our neighbourhood Spar stores," reveals Hoste. "We expect this to last over the next five years as customer sentiment for wanting to shop locally continues after the pandemic.

"Food and drink retailing is a crowded space, and the customer has a lot of choice," she notes. "With our



absolute foundation in being local – local owners, local wholesalers, local shoppers – we are grasping every opportunity to develop this even further. Following quantitative and qualitative research we conducted last year, we know we are going in the right direction with the new brand positioning we launched at the start of the year.”

The company has used data significantly more within the management of its retail estate, including the missions, product, promotional mix, customers, basket size and footfall. As such it has launched several data-driven mission-focused store developments, including unveiling the new Spar Market format at Carnon Downs in Cornwall, which has now been rolled out to six stores with more planned for this year.

The 2,000+ sq ft stores have a high fresh participation and strong local ranges, with each designed to develop its own individuality and services, whether that is hyper local ranges, fresh in-store counters, a farm shop feel or eco-credentials, she explains. It also relaunched its Eurospar format in Northern Ireland to have more emphasis on fresh top-up and meal missions.

At Booker-owned Budgens and Londis, the launch of the new own-label Jack’s has been a key development for the wholesale operator in recruiting more retailers. “With over 500 products in the range across categories and providing great quality, it takes the Budgens own-label offer to the next level,” says Budgens.

Members at both retailers continue to benefit from a 100% free package and their Make More and Save

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This supplement to The Grocer was published by: William Reed Ltd, Broadfield Park, Crawley, West Sussex RH11 9RT. TEL: 01293 613400

EDITOR: Ellie Woollven

DESIGNER: Michael Joslin; Stuart Milligan; Nick Figgins; Beth Johnson

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Analysis

More campaign helps retailers take advantage of all the different ways they can drive their business forward and make more cash profit, they say.

Premier, the largest symbol group in the UK, says it saw a record over 500 new Premier retailers last year as it celebrated its 19th year of double-digit growth. The company says it drove the value message with over 90 Euro Shopper own-label lines delivering a minimum 30% cash profit. And, as with its counterparts under the Booker Group, the business also benefited from the launch of the Jack's own-label range, the majority of which, it says delivered a minimum 30% cash profit.

In addition, Premier extended its frozen food range with more than 20 new lines and over 20 more lines coming soon and has launched more multipacks in confectionery, crisps and soft drinks as consumers "seek out better value". It also grew its vape category, particularly disposable vapes.

At Parfett's the past year has seen the business advance plans for depot growth, as well as expand its delivered service and fascia operations, says joint managing director Guy Swindell. "It's an approach that supported record growth in turnover and the number of retailers in our Go Local fascia," he says.

Southern Co-op, which operates over 210 stores across the south of England, says it is continuing to grow at a steady rate, with 13 new stores opened in the last financial year. "it's important that we connect this growth with the level of support we offer our franchisees as we know this is incredibly important to them. We have a number of planned store openings in the diary, so we are on track for another positive year of growth while retaining our those of quality over quantity," it says.

Emphasising the importance of giving its franchisees flexibility and support, the company has tripled the number of its support roles in the last year. "All of our operational managers are now former store managers, who pride themselves on the support we can offer," it says. "We also continue to trial new technology and innovations, which aim to improve the customer experience and the running of the store. For example, electronic shelf-edge labels, product refill stations and 'shelfies' (electronic shelf-edge advertising strips), with a view to

creating an income stream that will then be shared with franchisees."

Product and format development

Looking to the future, Budgens reckons that forecourts will continue to see strong growth and opportunities as more of them become shops with fuel rather than the other way round.

"Fresh and chilled continues to see growth, as will meal solutions and food-to-go," it adds.

At Londis, food-to-go is a major feature of its stores, it says, and the retailer has exclusive deals with several suppliers. As the "UK's largest forecourt partner", the business continues to attract both independent retailers and multiple accounts into this sector, as well as at neighbourhood convenience stores," it adds.

For Southern Co-op, too, food-to-go has been a big focus, with ranges such as Chicago Town Pizzas, Hershey's Freeze and Dunkin' Donuts being

added to the right format stores.

Trialling more in-store display screens helps to highlight key areas such as food-to-go, it says. Innovation is also taking place in its Co-op fresh offer with "on-trend ranges such as meat-free and plant-based products" now available.

In 2021, Nisa added 10 stores to its latest format design, Nisa Express, a dedicated fascia option and store format for convenience and forecourt sites operating in stores up to 1,000sq ft. A further six of these launched this year so far and the business has a target of 40 by the end of the year. "Express is continually evolving with latest additions including an enhanced sustainability range, integrated self-scan, customer-facing vaping and much more," explains Lockie.

The company is also reinventing the key Nisa format with new additions such as refill stations, an enhanced Co-op own-label range through stronger planograms and product





Home delivery

“More and more retailers are entering into home delivery through a variety of partners, and our retailers can benefit from some exclusive deals,” says Londis. “Offering home delivery can transform a business, with some retailers delivering over £13k worth of sales each week.”

Budgens reports that it has many retailers offering home delivery and, as a business, has made exclusive deals with a number of different home delivery partners, making it as easy as possible for its retailers to benefit from the incremental sales this sector offers.

As home delivery

continues to expand, Spar sees it as a great way for its stores to differentiate – locally, says Spar UK managing director Louise Hoste. “Our stores changed and adapted into either partnering with a third-party provider or developing their own home shopping offer. We will continue to explore this as a new market share opportunity,” she says.

Home delivery continues to be an important offering for many of our franchisees as it gives their customers more options and flexibility, says Southern Co-op. “Snappy Shopper home delivery is now in five Welcome

stores and one of our franchisees is now using handheld terminals for home delivery, which removed the need to scan product through tills, it says”

Over the last 12 months, a great number of Nisa partners have accessed new online services and implemented successful home delivery solutions... and the adoption of these digital lifelines is here to stay,” says head of retail Victoria Lockie. “In most cases, these solutions have delivered incremental growth and extended partners’ customer bases. It’s a successful and growing market.”

As e-commerce

is now “one of the biggest trends in convenience”, says Lockie, Nisa has formed partnerships and agreed preferential terms with a number of key delivery partners, including Snappy Shopper, Uber Eats and Deliveroo, to cater for this growing market, she adds.

Parfett’s, too, is supporting its retailers through partnerships with Snappy Shopper and Just Eat. “Our retailers know that local consumers value choice and convenience,” says joint MD Guy Swindell. “Delivery and click and collect are valuable tools in the retail mix.”

placement and an exciting new food-to-go offer, she adds.

Premier launched the new small-store format at Premier VG food store in County Durham. This it says, gives retailers with stores between 500-600sq ft the opportunity to implement a full convenience offer to drive footfall and sales.

At Parfett’s there is a significant investment programme underway to continue to enhance the experience for users of our depots, delivered service or click and collect, says Swindell. “Also, at a time when costs are rising across our industry, we are committed to continue offering free deliveries, free store development support, free POS packs and marketing support, free consumer leaflets, no joining fee and a 2% rebate when you run our promotion.”

The challenge of HFSS

While Booker groups Premier, Budgens and Londis “continue to monitor all

changes to legislation and support our retailers”, other key symbol and franchise companies reveal the action they have taken to mitigate the impact of upcoming high in fat, sugar and salt (HFSS) legislation in their stores.

At Southern Co-op, franchise operation managers are already working closely with franchisees to ensure they are prepared and compliant by the beginning of October, says the company. “We have 28 Welcome stores which are over the 2,000sq ft size limit, meaning they must follow the regulations for the display of HFSS products that have a nutrient profile score of 4 or above, it says.

“Our first step was to supply all the affected franchisees with copies of their store plans for them to first review that the plan is correct, then to advise us of any specific requirements they may want in their store. We also supplied each franchisee with a plan that showed the affected areas highlighted,

so that they could understand what will be impacted. This is particularly important and helpful for the correct semi-circle area around the store entrance, the checkout area and the checkout queuing area. We are now in the process of producing HFSS-compliant layouts for those stores affected to review.”

The company has given several suggestions to franchisees, including removing some end displays, replacing them with gondolas and blanking off the end with an end panel that could be used for store messages or, potentially, income from suppliers who might want to use the space for HFSS-compliant marketing. Other ideas include moving HFSS-compliant products, such as flowers, stationery, newspapers/magazines, HFSS-compliant or gluten-free products or vending machines such as coffee to end displays.

At Spar, the company has been “very proactive in understanding the impact

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of HFSS on our independent retailers”, says Spar UK managing director Louise Hoste. “Since January 2021, various teams have looked at how the new legislation will impact us in terms of promotions, category management, Spar brand, product placement, marketing and communication,” she reveals. “With our retail distribution centres, we have undertaken several trials in company-owned stores to understand how we deliver compliant store layouts and communicate to customers. The trials indicated that our customers adapt quickly to new product location and communication in-store.

“We have also been collaborating with our suppliers to understand product compliance, maximise promotions and alternative location strategies. Our Spar brand team have been reformulating products where it has no impact on eating quality, so that they comply with the new rules. And we have been providing independent retailers affected with information and advice to assist them in their planning.”

Trend and category drivers

American confectionery, vaping, frozen drinks and food-to-go continue to be key in driving footfall and more cash profit for retailers, says Budgens. They also help stores to become destinations. For the retailer stand-out categories over the past year include fresh & chilled, take home, confectionery, grocery, produce and vaping, it adds.

Nisa's Lockie notes that, with sustainability high on the agenda for many and expectations shifting in this area of retailing, it's crucial that focus remains on this important topic and support continues to help Nisa partners future-proof their business. “More retailers are starting to review electricity usage amid surging costs and are implementing new ways of working to save money where they can, such as turning off ambient chillers overnight.”

At Nisa, partners also have access to the Co-Op GRO plant-based range, catering for the growing demand for meat-free products. “Partners need to ensure they offer a choice of plant-based options now in all the main categories to build loyalty in this growing sector,” says Lockie.

In addition, December 2021 saw the business move its entire range of eggs to free-range, “believed to be the first in



the wholesale sector to do so”, she adds.

Parfett's is growing its fresh and chilled offering through drop shipment relationships, including Dale Farm, and is continuing to develop its in-store offering to meet as many shopper missions as possible – including food to go, coffee and takeaway cold and frozen drinks offerings, says Swindell. “We understand that a one size fits all approach doesn't work for our retailers, so we work with each individual store to deliver what they need for their specific area and customer base. Flexibility is key to our offering.”

A “big success” for Southern Co-op franchisees has been sales of local products, as customers are becoming more concerned about food miles, it says. “Some of our franchisees use 40 or 50 local suppliers to really show they are supporting their local businesses and communities,” it adds.

Spar's Hoste says that as the UK high street has squeezed out some businesses, the retailer is embracing local butchers and bringing their service and high-quality products to its stores, which is growing basket sizes. It is also continuing to develop foodservice, whether grab'n' go or eating on the move, an evening meal offering or a more antural

based offering. “This is growing in importance with more people working from home,” she notes.

As the cost of living crisis takes hold in the UK, the symbol and franchise groups are also conscious that they need to support their retailers in understanding consumer concerns.

“It's clear that, over the last 12 months, shoppers have become more value-conscious and are actively seeking out own-label products, as opposed to a branded alternative they may have opted for pre-pandemic,” says Nisa's Lockie. “A review of price and margin across the Co-op own-label range was recently undertaken to demonstrate the strong cash margin for partners and help them continue to deliver a good quality yet excellent value for money offer to their customers.

“With household bills set to rise again in October this year, the need for value is more important than ever and we want to make sure Nisa partners are well placed to offer their shoppers a choice across all price points, but particularly so for the value-conscious shopper.”

Sources

¹ https://www.acs.org.uk/sites/default/files/local_shop_report_launch_2021_-_condensed.pdf

² IGD Research, UK Convenience Sector, Value & Growth 2019-2021

Southern Co-op

Welcome support designed for you

DETAILS

Welcome in partnership with Southern Co-op
 1000 Lakeside
 Western Road
 Portsmouth
 PO6 3FE
 t: 02392 222677
 e: welcomefranchise@southerncoops.co.uk
 w: thesouthernco-operative.co.uk/food/franchise/

KEY CONTACTS

Mike Fitton
 Franchise Business
 Manager, Southern Co-op

KEY PRODUCTS

Access to the whole extensive range of Co-op own-brand lines

Source

^{1,2}Southern Co-op internal data

With four new roles created in the Welcome team to give even more support to its franchisees, Southern Co-op is continuing to be a strong choice for all retailers looking for big brands and ethical values combined with expert guidance, it says.

“With 61 Welcome stores now trading across 13 counties, Welcome stores are run by a formidable mix of franchisees who choose the right approach for them – hands-off or a personal touch,” notes Mike Fitton, franchise business manager. “Franchisees can choose to implement recommended store formats based on consumer insights or adapt plans using their own entrepreneurial flair. We also encourage them to source products from local suppliers.”

Through recommendation and retention, Welcome increased its store numbers by 30% in 2021¹ and grew sales by 27%², he notes. “All of my team are experts in their field and work with all franchisees to understand their



“Welcome stores are run by a formidable mix of franchisees”

needs,” explains Fitton. “For example, the team has been helping franchisees to ease the burden of HFSS and we’re supplying merchandiser support free of charge for each store affected.

“We also offer marketing, planograms, store development, space and sales analysis, a full EPOS and back office system, dedicated support from an operations manager, and daily access to a support desk from 6am-8pm.”

Welcome

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Let's grow your business together.

Here's what you'll get as a Welcome franchisee:

- ✓ Access to the full Co-op range including all Co-op label products
- ✓ Deliveries up to six days a week cardboard/plastic collection
- ✓ Freedom to still be an entrepreneur in your business
- ✓ Three weekly Co-op promotions
- ✓ Full EPOS and back office system
- ✓ Online planograms for your store
- ✓ Dedicated help desk
- ✓ Fascia and graphics

Find out more today about becoming a Welcome franchise partner

Visit thesouthernco-operative.co.uk/food/franchise/



Bestway Retail

The benefits of Bestway

DETAILS

Bestway Retail
2 Abbey Road
Park Royal
London NW10 7BW
t: 020 8453 1234
w: bestwayretail.co.uk

KEY CONTACTS

Jamie Davison
Business Development
Director

KEY BRANDS

Best-one
Costcutter
Bargain Booze

Bestway Retail invites any independent retailer who is eager to grow to come and speak with us, says Bestway business development director Jamie Davison. “Whatever your store and whoever your shopper, Bestway Retail has the right offer,” he says. “There are no joining fees to become a Bestway Retail member, and we are happy to help support refit, renovation, and installation projects.

“We have one of the industry’s best rebate packages:

- Bargain Booze retailers can receive up to a 4% rebate on purchases
- Best-one retailers can receive up to a 5% rebate on purchases
- Costcutter retailers can receive up to a 6% rebate on purchases.

“Retailers have a wide range of options for ordering goods, including a dedicated ordering app, click and collect options, access to multiple supply chains, delivered options, and easy access to 65 Bestway and Batleys Cash & Carry depots across mainland Britain,” explains Davison. “We have the Best-one own-label range that gives a minimum of 30% POR. We also have the Co-op own-label range for Costcutter stores and a supplier arrangement with Nisa for Costcutter stores, providing one of the sector’s most comprehensive fresh-led offers.”

Bestway Retail members receive over 20 unbeatable shopper deals every month, with case allocations to ensure they have availability throughout the promotional period, he adds. “Shoppers



“Whatever your store and whoever your shopper, Bestway Retail has the right offer”

expect to see promotions that match the multiple retailers, and Bestway Retail delivers on this promise, with promotions across multiple categories, such as impulse, chilled, and grocery.”

Free planograms, product category advice and all the tools required to run a successful store – such as invoicing, promotions and industry news are also available, says Davison. “We also offer hyper-relevant business advice via the Shopper First, Drive Five to Thrive Programme, delivering in-depth shopping insights, brand and range advice, space guidance, category management and store execution tips.

“In 2022, we are opening our unique and industry-leading Bestway Retail Development Programme to all our customers, offering them advanced support and insights to help them grow.

“Independent retailers who join Best-one get support from a dedicated business development manager (BDM) to help boost profitability and ensure continued success. Our Costcutter fascia gives access to over 2,000 Co-op own-brand products, loyalty scheme rewards, a BDM, the Shopper First programme and marketing support. Retailers can also access a 14,000-SKU range, access to Direct to Store, and additional rebate rewards on qualifying Bestway Cash & Carry purchases.”





As an independent retailer, you need a Symbol and franchise partner that can help grow your footfall, sales and profits.



Costcutter and best-one retailers enjoy access to the Bestway Cash & Carry depot network with rebate rewards on qualifying purchases

Whatever your store.
Whatever your shopper.
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An exceptional fresh offer for top-up to full shop missions from [Costcutter](#)

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Budgens

Developing strong options

DETAILS

Budgens
Equity House
Irthlingborough Road
Wellingborough
Northants NN8 1LT
t: 0808 178 8644

KEY CONTACTS

Stewart Fenn
Sales Director – BRP

KEY BRANDS

Budgens

JOINING 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 100 promotional offers every 4 weeks including the new WOW footfall driving deals
- Free marketing support
- Industry-leading symbol brand on Facebook with over 230,000 followers
- Up to six day multi-temperature deliveries plus top-up at your local Booker branch

*Terms and conditions apply.

➔ Budgens is the UK's oldest grocery symbol retailer and, whilst 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, says the company.

“Budgens is available nationwide and has a flexible format suitable for neighbourhood centres, forecourts, suburban shopping parades, towns or villages of between 1,000 and 5,000 sq ft,” it says. “It is a great source of pride that in the 2021 Lumina symbol track report, Budgens had the highest ‘likely to recommend’ score of all symbol groups.”

“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 lives and smaller pack sizes bring to them in optimising availability and minimising wastage. We have also enhanced our offer by introducing additional fresh and chilled meal solutions, such as evening meals 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 likes of Cook, Laithwaite’s, F’real, Stone Willys and more, it reveals. “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.”



“In the 2021 Lumina symbol track report, Budgens had the highest ‘likely to recommend’ score of all symbol groups”

“Backed by Booker, this guarantees access to group and channel exclusives, great quality and a fantastic promotional package with strong retail margins.”

Budgens runs more than 100 promotional offers every four weeks, including the new ‘WOW’ footfall driving deals and, 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, point of sale and seasonal kits to help retailers bring an exciting shopper experience. “Budgens also supports on all mainstream social media platforms and is the industry-leading symbol brand on Facebook with over 230,000 followers,” it says. “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, so 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 expert advice on fresh through our committed retail and forecourt development teams.”

NASH AND GARDNER'S **Budgens**



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Paul Gardner, East Finchley

At Budgens our team support you all the way. With our Regional Development Managers, fresh food team and expert marketing advice your store will be up and running with growing profits in no time. Which is why in the 2021 Lumina symbol track report Budgens has the highest "likely to recommend" score of all symbol groups*.

*Lumina Intelligence Wholesaler ratings 2021

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Budgens

Family Shopper

Putting value first

DETAILS

Family Shopper
Equity House
Irthlingborough Road
Wellingborough
Northants NN8 1LT
t: 0808 178 8644

KEY CONTACTS

Martyn Parkinson
Sales Director - Retail

KEY BRANDS

Family Shopper

Family Shopper is a value format for independent retailers that brings together the strength of symbol retailing with great value and benefits, says the company. It has been developed specifically to help independent retailers capture the growing sales and profits from the value sector.

“Family Shopper provides retailers with everything that shoppers would expect from a convenience store, including chilled, frozen, alcohol, grocery and tobacco,” it explains.

“This is combined with a broad seasonal offering plus a fantastic range of £1 non-food items such as stationery, kitchen utensils, and party accessories.”

Benefits of joining

Family Shopper does not operate any membership or joining fees and installs the fascia and imagery free of charge. With cash & carry prices available through Booker branches, retailers can also take advantage of the ease and convenience of online ordering, explains the company.

Spend & Save

“To add value and keep retailer costs low, a wide range of services are available to Family Shopper retailers,” it reveals.

“Spend & Save allows retailers to benefit from up to a 5% discount on their non-tobacco purchases,



“With cash & carry prices available through Booker branches, retailers can also order online”

and further savings are available through free electronic point of sale (EPOS), central billing and energy savings.

Trusted brands

“Making the format easy to operate, Family Shopper offers a simplified range that removes duplication, while merchandising in full trays minimises back stock and eases cash flow. Family Shopper retailers stock both of Booker’s exclusive and trusted Euro Shopper and Jack’s own brands.

Promotional package

“To help deliver exceptional customer service to shoppers, all Family Shopper stores offer a fantastic, money-saving in-store promotional package that both drives sales and enhances the shopping experience, delivering everyday value,” it adds.

“By focusing on choice, price and service, as well as helping our independent retailers grow their sales and profits, the Family Shopper group continues to attract interest from independent retailers up and down the country.”





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- * **Simple to run & operate**
- * **Free to join**



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

Mr Kumar, Glynneath.

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Londis

Hot on the latest trends

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Londis
Equity House
Irthlingborough Road
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, it says.

The company 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 notes.

“At Londis, we are committed to maximising on-trend growth areas such as home delivery, food-to-go and meal solutions to ensure our retailers are best placed to benefit from these trends. 2022 sees Londis 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, such as choice, price and service, which 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 over 500 lines in Londis with a minimum 30% POR (excluding some chilled and fresh lines) and,



“2022 sees Londis continuing to focus on how we help retailers Make More and Save More”

with Tesco quality, shoppers are reassured.”

Londis operates a zero cost model and is a flexible symbol partner that has a fully delivered service and support package to suit all, it notes. “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.”

The benefits of the Londis offer:

- 100% cost-free model
 - Free fascia and installation package
 - Earn up to 5% Spend & Save discount*
 - Unrivalled buying power and group exclusives
 - Fantastic promotional package offering strong retailer margins
 - Free marketing support
 - Every day lower prices on milk and bread
 - Extensive own brand ranges
 - Tri Temperature fleet delivering all ambient, fresh and frozen together
- *Terms and conditions apply



Join Londis today and watch your profits grow

“The support we get from Londis is invaluable. They are always looking for ways to help us make more and save more.”

- 100% Cost Free model

- Earn up to 5% discount*

- Dedicated Retail Development Team

Jag Brar
Londis Culverhay Stores, Cricklade

Visit the Londis 360 virtual tour at :
<http://360.skyeyepius.co.uk/files/LondisLeeds/>

Call us on 0808 178 8644
or visit joinlondis.co.uk

* Terms and Conditions apply.

Londis

Nisa Retail

Tailored service for retailers

DETAILS

Nisa Retail Limited
 Waldo Way
 Normanby Enterprise Park
 Scunthorpe
 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
Chris Moore
 Head of Recruitment

KEY PRODUCTS

Access to 14,000 SKUs, including 2,500 of Co-op's award-winning high-quality own-brand products across all categories

With more than 40 years' experience and recent industry recognition, including the Retail Industry Awards 2021 accolade for Symbol/Franchise Retailer of the Year for the second year running, there has never been a better time to join Nisa, says Victoria Lockie, head of retail.

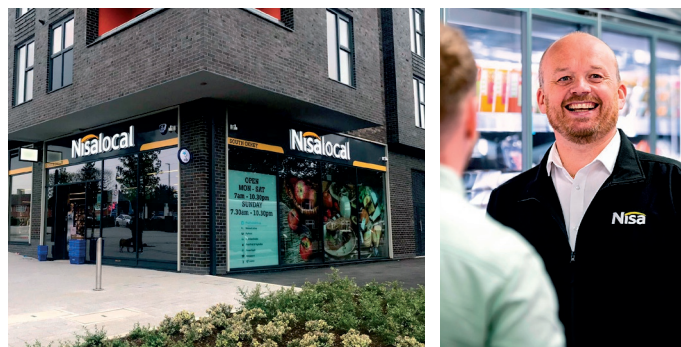
Nisa offers a flexible and unique partnership for each retailer it works with, providing the option to operate under a symbol fascia – Nisa Local, Nisa Express or Nisa Extra – or dual-branded, whereby a Nisa partner can maintain their own local identity while also benefiting from the strength of the Nisa brand. Alternatively, a retailer can choose to trade under their own independent fascia, she explains.

Nisa Express, a dedicated fascia option for retailers operating in more compact spaces up to 1,000 sq ft, is continually evolving, recently adding an enhanced sustainability range, integrated self-scan, customer-facing vaping and much more to ensure retailers can fully utilise the space they have without compromise, she says.

Upon joining Nisa, partners receive unparalleled support from a team of industry specialists, including store development managers, regional retail managers and range implementation managers, reveals Lockie. "In addition, an expert induction team helps new partners recognise the true potential of their store by providing tailored support for the first 90 days."

Fresh and new-look marketing, launched earlier this year, gives the Nisa brand a contemporary feel, while its retail support package comprises an enhanced category management system, a bespoke staff training facility and a wide-ranging marketing package, with social media and PR support among other activities. "Partners can also access an unparalleled product range comprising around 14,000 SKUs and 2,500 Co-op own brand products."

The rollout of Co-op Honest Value to all partners has unlocked value-tier own-brand essentials in core categories crucial to the most value-sensitive shoppers, particularly important given the rising cost of living, she adds.



“An expert induction team helps new partners recognise the true potential of their store by providing tailored support for the first 90 days”

Nisa's partnerships with multiple established home delivery services – including UberEats, Deliveroo and Snappy Shopper – cater for the growing e-commerce market and support retailers in reaching a larger range of local customers. Other future-fit business solutions include Too Good To Go's Magic Bags initiative, which helps to reduce food waste while driving profits.

Nisa's rebate model, Fresh Rewards gives independent retailers the opportunity to unlock up to 5.5% rebate with additional benefits available for those embracing Co-op own-brand products and with a Nisa fascia store.

Partners can further support their community through Nisa's Making a Difference Locally charity, which has raised more than £14m since its launch.

"Nisa's acclaimed annual retail exhibition is also returning to a physical event for 2022," notes Lockie. "Retailers can register to attend on: www.nisaevents.co.uk."



“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

Shoppers are switching to own-brand to save money

As the cost-of-living crisis impacts household incomes, 61% of shoppers see own brand as a way of saving money.

That’s where we come in. Co-op Own-Brand combines great quality products, ethical sourcing and a brand that UK shoppers know and trust. This drives footfall for our existing partners.

Looking to stock a great quality own-brand range in your store?

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

Loved by customers

A brand that’s famous for quality and recognised by customers means higher footfall for your store.

Full POS support

Attract new shoppers to your store with Co-op branded POS support*.

Award winning range

Co-op Own-Brand has scooped multiple awards including BWS, Food to Go and Pizza.

* Terms and conditions apply



A.G. Parfett & Sons

Designed around the retailer

DETAILS

Go Local
A.G. Parfett & Sons Limited
Didsbury Road
Stockport
SK4 2JP
t: 0161 429 0429
e: info@parfetts.co.uk
w: parfetts.co.uk/
tw: twitter.com/parfetts

KEY CONTACTS

John O'Neill,
Customer Development
Manager
t: 0161 429 0429

KEY BRANDS

Go Local
Go Local Extra
The Local

Independent retailers face a period of unprecedented change with lots of opportunities to grow their businesses and serve their local communities, says Parfetts. Flexibility and efficiency are crucial to success and profitability, which is why Go Local is designed around the retailer.

“Parfetts championed the independent retailer through the pandemic by maintaining promotions and investing to support availability,” it says. “As an employee-owned business, the Parfetts team has a stake in its success, and this drives its commitment to do the best job possible for customers to ensure they prosper and grow.

“Parfetts aims to be the easiest wholesaler to do business with and is investing to enhance every part of its operation. The team works hard to offer a product and service range that will help retailers to remain competitive in a challenging retail environment.

“Go Local offers retailers a truly flexible package based on store location, size, current turnover and growth potential. All retailers are asked to do is support the three-weekly promotional programmes and benefit from a 2% rebate, free delivery and regular promotional offers.”

This approach is attracting retailers to the Go Local, Go Local Extra and The Local fascias in record numbers, says Parfetts. “Retailers tell us they value direct relationships and a commitment to value that is second to none. And because Go Local puts customers first, it has a solution for every retailer regardless of store size or spend.”

New investment in the delivered service creates a 24-hour depot concept that combines all the advantages of cash & carry with click and collect and



Customer Service



“Go Local offers retailers a truly flexible package, based on store location, size, current turnover and growth potential”

delivery from one site. This means that Parfetts services 5,000 customers every week with 40% of sales online, it says.

Value underpins a wide range of promotions, from weekly manager's specials to quarterly showcases. Regular three-weekly promotions, with 120+ products plus EDLP lines, offer increased value and margin across key products in any promotional period.

The year ahead

The coming year will see Go Local continue to expand its geographical reach, digital services and network of experienced regional managers, to ensure every retailer has the support they need to thrive, adds the company.

“Parfetts is evolving to ensure it is ideally placed to support retailers in the challenges they face, helping to make life easier for them and allowing them to focus on delivering great service and value to their customers across the UK.”

ONE OF THE UK'S FASTEST GROWING SYMBOL GROUPS

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www.parfetts.co.uk |   @parfetts

“The Parfetts own label range, Go Local, delivers incredible margins for my business and gives customers the choice, value and quality they demand. It is one of the many advantages of being a Go Local Extra fascia.”

Andy Campbell :: Hursthead Convenience



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 Retailer 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.

TO DISCUSS JOINING US AND FOR A STORE VISIT
PLEASE CONTACT JOINUS@PARFETTS.CO.UK

Parfetts
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Premier

Join the No.1 symbol group

DETAILS

Premier
Equity House
Irthlingborough Road
Wellingborough
Northants NN8 1LT
t: 0808 178 8644

KEY CONTACTS

Martyn Parkinson
Sales Director - Retail

KEY BRANDS

Premier

➔ Premier retailers are a part of the UK's No.1 symbol group.

Recently awarded Best Symbol Retailer of the Year at the 2022 Grocer Gold Awards, Premier has over 3,900 stores around the UK and delivers more profits for retailers and a better experience for shoppers, it says.

“With 19 years of 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.”

Heavyweight backing

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 notes. “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.”

Driving sales with promotions

Regular in-store promotions make the most of key dates and seasons, while recently updated POS enhances the shopping experience to drive sales, explains the company. “Premier's famous Mega Deals not only emphasise the low prices aspect of Premier, but



“Premier is advertised daily on TV with an audience of over 100 million annually”

ensure the best choice for shoppers across all categories of fresh, frozen, grocery and impulse,” it says.

Premier is advertised daily on TV, with an audience of over 100 million annually, it says. “This creates additional awareness of the brand, driving footfall into stores and growing the business by emphasising the value message. By including on-the-go food and drinks into their stores, Premier retailers can capitalise on current trends and create a real community destination store.”

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



ASIAN TRADER OF THE YEAR
Mandeep Singh - Singh's Premier, Sheffield

**RETAILER
WINNER**
IsisTrader
AWARDS



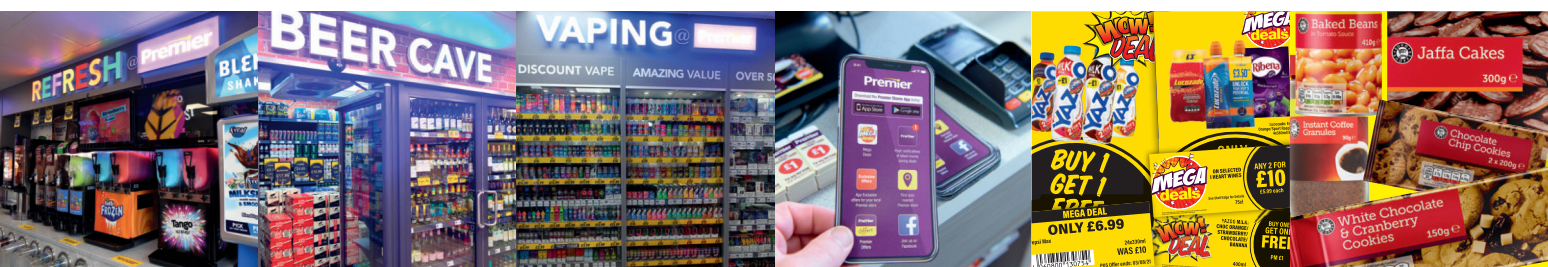
"We have been Premier retailers for 27 years and this is something that I am really proud of. The support from the whole team at Premier and Booker has been phenomenal and I'm absolutely delighted with our new store. We work in partnership together and I'd really encourage other retailers to join Premier to help you grow sales and profits."

Mandeep Singh, Singh's Premier, Sheffield

MORE FOOTFALL MORE CASH PROFIT

*It's absolutely
FREE to join us!*

- 5% Spend & Save discount
- Free store layout plans and merchandising support
- Free fascia and window imagery
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SPAR UK

Driving retail for the future

DETAILS

SPAR UK Ltd
Hygeia Building
66-68 College Road
Harrow
Middlesex HA1 1BE
t: 020 8426 3700
w: spar.co.uk/own-a-store
tw: @SPARintheUK

KEY CONTACTS

Louise Hoste
Managing Director
Ian Taylor
Retail Director
Chris Lewis
Trading Director
Lee Johnson
Strategy and
Operations Director
Suzanne Dover
Brand and Marketing
Director

KEY BRANDS

SPAR
EUROSPAR
SPAR MARKET

➔ Spar UK is driving growth by being clear on its purpose and sharing best practice from around the entire business, says Spar UK managing director Louise Hoste. “We are evolving and innovating our estate, range and services and continue to develop and retain customer relevance. We have driven building our independent retailer businesses for the future.”

Spar creates opportunities for independent retailers to differentiate their offer and attract new customers, with an annual business plan for each store, she explains. “This is provided by our national team of business development managers (BDMs), who ensure our retailers are aligned with the wider business objectives, supporting their short-, medium-, and long-term goals. The BDMs offer advice on how to drive sales, improve margins, control costs, maximise discounts, recruit new stores, and how they can extend their stores and improve sales vs space,” notes Hoste.

Spar also offers advice, best practice and implementation on all legislation changes and legal obligations, such as with Natasha’s Law, she says.

Outstanding standards

The culture to deliver outstanding standards runs through the business and our retailers and staff are trained to deliver excellent customer service in a safe and secure way, adds Hoste.

“We use data to understand customer missions, product and promotional mix, basket and footfall so the right innovations and offer go into the right stores,” says Hoste. “This year we have refurbished 265 stores, with



“We use data to understand customer missions, product and promotional mix, basket and footfall, so the right innovations and offer go into the right stores”

developments backed by data-driven formats.

“We have reviewed our Spar Market format, which delivers high sales, with a strong fresh offer, premium counters, and community hub initiatives. We also reviewed our Eurospar format for larger stores, with enticing fresh served offers, great service and a community focus.”

Spar has also brought local butchers and bakers in-store and these services are growing basket size, she reveals.

“We developed a foodservice offer for different locations with coffee continuing to drive footfall. And we are extending digital activity across our communications and within the stores using the latest AI technology.”

Home delivery is also growing and Spar is continuing to explore this new market share opportunity.

“Last year saw annual global Spar retail sales break the €40bn mark for the first time, with revenue of €41.2bn, representing a 3.3% year-on-year increase,” says Hoste. “As for the future, we are committed to every retail business in the Spar family, supporting their growth with an investment of £122m this year into infrastructure, technology capabilities and stores.”



SPAR 

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Competitive Price



SPAR Own Label



Local Sourcing & Supply



Portfolio Development



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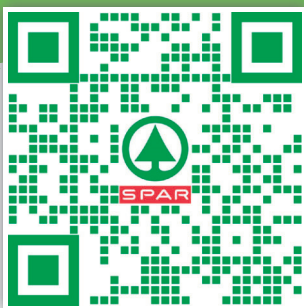
Excellent Service Levels



Brand Strength



Day-to-day Business Support



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