

# News

Delivering Retail Excellence

January 2012



**Stuart Johnson**  
Retail Controller

## Stuart Says...

Welcome to Issue 22 of Lifestyle Express News.

We hope you had a successful Christmas Trading period and are looking forward to the Retail challenges that 2012 will bring.

At this time of year we should also find some time to reflect on what we have achieved over the last 12 months and think about our plans for 2012, maybe focusing on what we could do better or do differently to ensure our Customers are happy and our profits are maximised.

In this edition you'll find profiles on two Retailers in Sheffield who tried something different by upgrading to the Evolution Store Standard – both with excellent results!

There is news about the extended Lifestyle Value Own Brand product range which now has a number of additional new products giving you a complete Value Own Brand range for your Customers. You'll find an item on Brand Co and the help they offer to Retailers and we have a small 'jargon buster' helping you to better understand a couple of often used phrases.

Enjoy this edition and may I take this opportunity to wish you all a very Prosperous New Year.

Regards

Stuart Johnson  
Retail Controller

## Your price-fighting range solution



In a move sure to generate increased profit margins for Lifestyle Express Retailers, a new range of Lifestyle Value Own Brand products is all set to be unveiled.

The Lifestyle Value product range is being increased to 22. The full range of Must Stock items will be available in Depots in January and be on promotion with a guaranteed 35%+ POR across the range.

Lifestyle Express Retailers are encouraged to stock and display the full, extended range of Lifestyle Value Own Brand products. The re-launch introduces a larger range of products, offering better margins, leading to increased profits and giving your Customers more choice in your Store. Remember, it's Lifestyle above your door

it's got to be Lifestyle in your Store, and with these Own Brand products offering excellent value for your Customers, there's never been a better time to stock Lifestyle Value Own Brand.

January's launch will include Lifestyle Express Value Zone POS display kits for your Store along with fantastic Retail promotions. These will help you merchandise your Store and get the best out of Value Own Brand products.

See inside for more information on the new products and initiatives to help maximise your sales in the New Year.

# Lifestyle Express Value Zone

## £20 reward in return for creating a Lifestyle Express Value Zone display.

More and more Customers these days are purchasing on price alone. In January and February with finances tight following Christmas, many of your Customers will be looking to cut back and save money wherever possible. This is the perfect time for you to showcase the Lifestyle Value range and fulfil your Customer's needs.

We are offering you a third Cash Back promotion to further reward you for stocking Lifestyle Value products in your Store.

Cash Back issue 3 will give you a £20 reward in return for creating a Lifestyle Express Value Zone product display in your Store. This will ensure that you get the message over to your Customers that you are serious about giving them great value everyday.

Full details of the promotion and products are included on the enclosed Cash Back leaflet.

All Lifestyle Value products featured in Cash Back 3 are available from your local Landmark Wholesale Depot. All Lifestyle Value products are price marked to help you fight back against the Multiples. You won't get lower RSP's from

any other Wholesaler. Between 3rd January and 18th February they are all on promotion with 35% + POR.

Stock up on the full Lifestyle Value Range and use the Lifestyle Express Value Zone POS display kit to tell your Customers you offer great value everyday.

## Lifestyle Express Value Zone POS display kit



## Lifestyle Express Value Zone display Planogram



## Lifestyle Value New Products

### 4 new products added to the Lifestyle Value range

- NEW Lifestyle Value Chocolate 100g
- NEW Lifestyle Value Baby Wipes
- NEW Lifestyle Value Orange Juice 1ltr
- NEW Lifestyle Value Vegetable Oil 1ltr

These are the latest additions to the expanding Lifestyle Value range. As Lifestyle Express Retailers you should be stocking these exciting new products as your Customers will expect to find them in your Store.

#### Reasons to buy Lifestyle Value:

- Price fighting RSP's to match Euroshopper and Tesco
- Fabulous margins – Over 30% POR across the majority of the range
- Buy NOW while on promotion with all POR's at 35% +
- Free Lifestyle Express Value Zone POS display kit for your Store
- Biggest range ever



## Audit highlights what you need to stock



With a little help from Brand Co you can ensure your shelves are stocked with Best Selling products.

Every month one of our representatives from the Brand Co Category Activation Team checks if you're stocking the Core Range of Best Selling products, thereby helping you to maximise your sales and profit.

At the end of each Store visit, the Brand Co representative will leave a 'shopping list' aimed at helping you on your next visit to your local Landmark Wholesale Depot. The list highlights Core Range products across the Categories checked not available in your Store on the day of the visit. Over 6 visits they will have checked the entire Core Range.

By shopping from this list you can ensure you're stocking exactly what your Customers want to buy.

Brand Co is employed by the Lifestyle Express Group to help you the Retailer stock products that sell and that your shoppers expect to find in your Store.



## Jargon Buster

Findings, recently announced by Consumer Research Company him! have highlighted that almost one third of Retailers are not familiar with often quoted Retail terminology.

In a recent poll, 31% of Landmark Wholesale Retail Customers did not understand what's meant by Core Range or Best Sellers. Emphasising our commitment to better communication, Lifestyle Express News explains the two terms which have had some of you puzzled.

### 'Core Range or Best Sellers'

The Core Range is the minimum range of Best Selling products that Customers buy and expect to find in your Store. The more Core Range products you stock, the more you will sell, because they are the Best Sellers.

Products are listed in the Core Range because they sell in high volumes throughout the UK.

## Helping shoppers buy more, in your Store

### Introducing Category Plus

"Love your Lunch" Meal Deal is the first ever Category Plus incentive. Category Plus is exclusive to Lifestyle Express Retailers and each incentive will grow your turnover, AND offer you Cash Back vouchers, to spend in your local Landmark Wholesale Depot.

Each Category Plus incentive is available all year round. Your local Landmark Wholesale Depot representative will be bringing you more Category Plus incentives during 2012.

#### What is "Love your Lunch"?

"Love your Lunch" is a simple Meal Deal POS display, that offers your Customers a special price for purchasing 3 items together:

- A sandwich
- A Britvic Soft Drink
- A packet of Walkers crisps.

#### What's in it for you?

Recent trials in Independent Stores, just like yours, grew the Retailer's sales by a whopping £15,000 per year.

What's more, you will also receive Cash Back vouchers, worth up to £650 per year, for maintaining your free POS display.

And if that's not enough, here's 3 more reasons to enjoy "Love your Lunch"

- More Customers – Offering a Meal Deal means you can expect 20% more Customers to visit your Store
- Spending more – Presenting a Meal Deal is proven to increase basket spend by 32%
- Shopping more often – Offering a Meal Deal reminds Customers to revisit your Store.



“ Love your Lunch will cost me nothing, and I expect a £15,000 sales uplift, as well as up to £650 Cash Back per year. ”

The Symbol Group from  
**LANDMARK WHOLESALE**

## Lifestyle Express Retailer Profiles

# Girl Power at Morland Rd, Sheffield



The Store is located in Morland Road and situated within a small parade of shops on a typical Sheffield housing estate.

Madhuben and Bachubhai Mistry took the names of Mick and Jenny to help their Customers, Mick and Jenny's has now been a fixture of the Herdings community for 29 years.

The precinct on Morland Road had a butcher, greengrocer, newsagent and a hairdresser and Mick and Jenny's Grocery Store looked set to be a thriving business. The recession of the 1980s and changes in local population meant the shop was not quite as lucrative as they'd hoped. Mick had to take a job as an engineer while Jenny looked after the shop and their two young daughters.

Two years ago, Mick was diagnosed with the auto-immune disease lupus and was taken into hospital. He suffered a massive heart attack and never recovered. The whole community came out for his funeral.

One of her father's aims was to expand the business and, when an adjoining unit became available, daughter Bina was able to extend into the adjoining shop thus doubling the Retail selling area. Bina and her mum Jenny carried out a £48,000 refit in March of this year with Shopfitting Warehouse one of Landmark Wholesale's recommended shopfitters.

"If you're on a main road you don't know anyone but here we have a special relationship with our Customers," says Jenny. "It's like a village shop." The business has succeeded due to determination and the support of the local Customers. "And I'm not afraid of hard work. I can still work a 12-hour day and lift a sack of potatoes," Jenny laughs.

"It's girl power," says Bina.

# 80% sales increase at Manor Oaks, Sheffield

The current Store was built and opened in 2007. The family originally opened a Store in this area in 2004 that was subject to a compulsory purchase order by the council.

The Store is located within a housing estate next door to a children's nursery. The original Store traded with Booker and it was a family decision to work closely with A G Parfett & Sons to change to Lifestyle Express when they re-located to the new site.



There is a Premier Store located 0.2 miles away a Co-op 0.5 miles away at the Manor park centre and a Costcutter approximately 0.7 miles away. The nearest Multiple is Sainsbury's approximately 1 mile away.

The shop has virtually doubled in size and this combined with joining Lifestyle Express resulted in initial growth of around 50% within the first few months. Today the Store is averaging around an 80% increase in sales. Having upgraded to Evolution quite recently they are anticipating additional growth over and above this figure.



Landmark Wholesale  
Landmark House, 7 Davy Avenue, Knowlhill,  
Milton Keynes MK5 8HJ

Tel: 01908 255 300 Fax: 01908 255 329  
Email: [landmark@lmkcc.co.uk](mailto:landmark@lmkcc.co.uk)

[www.landmarkwholesale.co.uk](http://www.landmarkwholesale.co.uk)



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