

# SPAR Today

Magazine

Issue 67 | October | November 2020

**SPAR Luxury  
Mince Pies judged  
the best in the UK**

**SPAR wins  
Convenience Retailer  
of the Year**

**NEW**



Prosecco Rosé DOC  
launching in **SPAR**  
in time for Christmas



Marie Curie charity reg. no. 207994  
(England & Wales), SC038731 (Scotland).



*There for you*



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SPAR  There for you

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# SPAR has Christmas covered



In recognition of Raj Aggarwal's incredible contribution to his local community and his tireless efforts in sharing ideas and helping other retailers to improve their businesses, a new trophy from ACS marking the legacy of independent SPAR retailer Raj Aggarwal is to be awarded to retailers who have been exceptional in community retailing and helping their fellow retailers.

Raj Aggarwal was an award winning independent SPAR retailer and member of the ACS Independent Board who passed away from Covid-19 in April 2020. In one of his final social media posts before his passing, Raj was seen dropping off supplies for NHS workers at Glenfield Hospital.

In receiving the trophy, Sunita Aggarwal has asked for the award to be given to retailers that embody the characteristics that Raj will be remembered for – unwavering commitment to the local community and a willingness to help others.

It is great that Raj has been honoured for what he did for the convenience industry and his community - we are proud of him.

Much like the rest of 2020, this Christmas will be like none we've experienced before in our trading careers.

The on-going coronavirus pandemic has brought sets of challenging circumstances for all retailers and shoppers.

It will be different but we have shown that we are stronger when we work together. Consumers will be shopping in other ways this Christmas and I suspect it will be vary by region. Therefore we will all need to stay agile and do what is right for our stores in each area of the UK.

We have a great offer available. Look out for our exciting Christmas range, our new wines and those great SPAR brand lines that are back in stock.

*Louise Hoste*

**Managing Director  
SPAR UK**



Raj Aggarwal, and the trophy named in his honour.



# SPAR Y Maes, Pwllheli crowned Convenience Retailer of the Year

On 29 September 2020 the entire convenience retail community celebrated the winners of The Convenience Awards during a digital broadcast, presented by TV presenter, Konnie Huq.



Dawn and Conrad Davies pictured outside their winning SPAR store in Pwllheli

The awards recognised the very best people, retailers, businesses and initiatives from across the convenience retail industry. One of the biggest awards for the evening – Convenience Retailer of the Year – was presented live on location; with a roaming camera crew who surprised the winner Conrad Davies outside his store in Pwllheli with the trophy.

This award was decided through a robust, independent judging process and consisted of visits to the store, before a panel of independent convenience retail experts got together to decide on the winner. In a closely fought contest, SPAR Y Maes in Pwllheli was crowned the Convenience Retailer of the Year for 2020. The store boasts a tremendous range – covering both everyday necessities and inspirational purchases such as aged meat and fresh lobsters. The store also includes in-store butchery, bakery and food to go counters to ensure maximum quality and freshness.

**Jill Livesey, Managing Director at Lumina Intelligence and Lorraine Hendle, Managing Director at The Grocer and Conveniencestore.co.uk, said,**

*“Convenience retail has been on the frontline since the beginning of the pandemic, ensuring local communities have access to the essential produce that they need. Last night saw the entire convenience community come together to recognise the achievements of individuals, initiatives and businesses that are at the forefront of our brilliant industry. Huge congratulations must go to our winners; however, every single award was incredibly closely contested, showcasing the high standards set across the industry.”*

**Conrad Davies, Owner at SPAR Y Maes, said:** *“It’s fantastic to win this award. It’s a complete shock for us but we are really pleased. With everyone going through tough times right now, it’s great to have a morale boost like this.”*

*“It’s a reward for all of the staff at the store who have worked so hard over the past six months. None of this would have been possible without the support of the local community. A.F. Blakemore has also been a tremendous support and a big part in helping our vision for the store come to life.”*

*“When we were planning this refit, this was just an idea I had in my head and A.F. Blakemore helped make it a reality.”*

**SPAR and SPAR stores also took five other prestigious awards during the evening ceremony. They include:**

<b>Best Independent Convenience Store</b>	<b>SPAR Y Maes, Pwllheli</b>
<b>Best Multiple Managed Convenience Store</b>	<b>SPAR Laceby Lodge</b>
<b>Excellence in Technology</b>	<b>SPAR Loughbrickland, Co. Down</b>
<b>Food to Go Retailer of the Year</b>	<b>SPAR Titanic, Belfast</b>
<b>Shoppers’ Favourite Convenience Fascia for Impulse</b>	<b>SPAR</b>

**Louise Hoste, SPAR UK Managing Director, added:** *“We are delighted that four of our stores won top honours at the 2020 Convenience Awards. These SPAR stores fully deserve to be rewarded after all the hard work and effort they have put in to maintaining high store standards, constant investment in technology and innovation and at the same time have kept their local community needs at the heart of the store.”*

*“I would also like to congratulate all SPAR stores in the UK after winning the Shoppers’ Favourite Convenience Fascia for Impulse. Impulse purchases are at the heart of a good convenience store offer. It is great to have received the highest satisfaction ratings from our shoppers across soft drinks, snacks and confectionery categories.”*

*“Congratulations to Conrad and all his team at SPAR Pwllheli on being crowned Convenience Retailer of the Year. We wholeheartedly agree with the judges when they say that Conrad’s SPAR store in Pwllheli demonstrates the true essence of a modern convenience store with strong community credentials and an unrelenting focus on the customer.”*

**Congratulations to all the finalists who took part in the event.**





# SPAR's Christmas range is back!

Christmas 2019 saw 72% of consumers leave their Christmas shopping to two weeks before the big day and with this, came an increased demand for convenience stores. SPAR's Christmas range consists of products that cater to all these shopper missions over the holiday period, like the last minute tin foil run.

The range features the brilliant green livery that was used last year. The range achieved over £1 million in sales and with over 31% (and growing) of consumers looking to support their local stores and over 50% looking for value over Christmas, SPAR is in a great position to offer local and value.

The Christmas 2020 range will be featured alongside SPAR's 'Count On Us This Christmas' new red point of sale, which when merchandised together creates a striking display in stores. Shoppers will be looking for theatre when they go into store and the SPAR own label Christmas range will really bring some festive cheer to consumers.



## PROSECCO ROSÉ – THE WINE LAUNCH OF THE YEAR AND IT'S ON ITS WAY....

**Prosecco Rosé is nearly here and heading to SPAR shelves.**

SPAR is very excited to announce that SPAR stores will be one of the very first retailers in Britain to stock the "NEW" Prosecco Rosé – a wine which has only been approved by Italian authorities for world-wide distribution this year.

This is one of the most eagerly anticipated wine launches of the last five years.

Sourced from SPAR's award-winning producer, Bosco Viticoltori, who supplies SPAR with its popular Extra Dry Prosecco, and exclusively approved by Philippa Carr, Master of Wine, this is the sparkler of the 2020 festive season.

Made from Glera and Pinot Noir grapes it's delicately-flavoured, fruity and gorgeously PINK!

A real favourite for customers' gifting needs – from presents for teachers, helpful neighbours or carers, family or friends.

**Stock up, stack, chill and watch sales pop!!!**

**Launch RSP is a fantastic £7.99.**







# SPAR Luxury Mince Pies win BBC Good Food Christmas Taste tests

SPAR has been crowned with a very prestigious title of the UK's best luxury mince pie - beating off competition from major supermarkets at the BBC Good Food Christmas taste tests.

This is a great endorsement for a key Christmas staple, and a product with a new and improved recipe for 2020! The luxury mince pies are all butter shortcrust pastry cases, filled with a rich fruit mincemeat made from vine fruits, Bramley apple, brandy, almonds, glacé cherries, port and walnuts. Priced competitively at £2!

This product will sit alongside the rest of the range which will allow for all consumers to all get their share of the festive pound.

SPAR's standard mince pies have returned to stores for just £1 to offer a value proposition in-store which will be pivotal this year as we enter an inevitable recession.

This year has also seen the introduction of a brand new luxury blackforest crumble mince pie. Giving traditional favourites a twist has been a major trend within seasonal celebration food NPD, and this line will truly signpost SPAR as a genuine Christmas destination.



# THE LONDON ESSENCE Co.

EXQUISITE DRINKS FROM  
DISTILLED BOTANICALS

**STOCK UP TODAY!**



Available as multipack of 150ml x6

Premiumisation is one of the biggest trends in the soft drink category\*

The London Essence Co grew to be the 2nd largest & fastest growing premium brand in the Convenience channel, growing at a rate of 96%\*\* month on month

LDN ESSENCE CO IND T/WTR 150ML CAN MP6X4 N700558, LDN ESSENCE CO GFRT/RMY 150ML CAN MP6X4 N700559, LDN ESSENCE CO ORG/EFLW 150ML CAN MP6X4 N700560

Sources: \*HIM/MCA Convenience Report 2019. \*\*IRI Total Convenience, 52 weeks to 29/03/2020, Value Sales.



@BRITVICTRADE

# Stay in chill out with SPAR

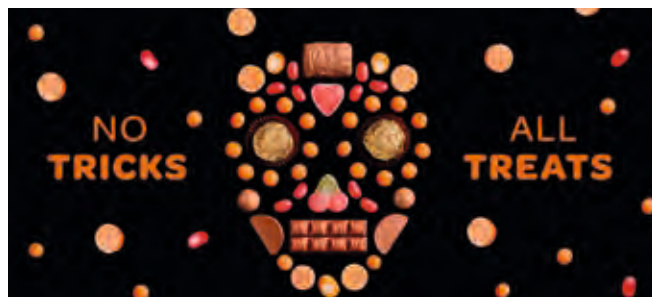
Having seen how The Big Night In occasion has grown in recent years SPAR has worked to help consumers feel safe shopping in stores and in addition has focused on providing products for in-home dining with the family.

Your Night In kicked off in SPAR stores in September with weekly deals supported by strong and creative POS, on-line with a fun digital campaign and consumer competitions, and across SPAR in-store radio.

To support the campaign, SPAR has developed a social media campaign called the 'SPARsonas' to drive sales and promote

the SPAR own brand range. It has also shown to be a great way for customers to interact and engage with one another and create a talking point around the campaign.

The '1 ingredient 3 ways' digital campaign will expand even further this year showcasing the variety and versatility of the SPAR brand range.



## No tricks, all treats - SPAR brings Halloween in home

**Halloween continues to be a key seasonal sales opportunity at SPAR with promotions and price as the key sales drivers on all Halloween food items.**

Trick or treating is going to be very different this year, with fewer children and teenagers taking part in the custom due to social distancing guidelines.

SPAR has developed a fantastic creative - no tricks, all treats - and has some market leading deals on key confectionery, snacks, grocery, fresh and BWS lines. We are providing stores with a thorough campaign that provides alternative options to trick or treating.

SPAR will also be bringing a Gin Festival especially to participating SPAR stores which will extend over the Halloween period. From 15 October until 11 November, a range of nine gins including SPAR's premium gin will be on offer in participating SPAR stores.

Driving volume, basket spend, footfall and profit opportunities for stores is SPAR's main objective and SPAR is supporting Halloween with a number of different marketing streams - POS, radio, digital - website, social media and newsletters.

SPAR has also created a Halloween Hub on the SPAR website [www.spar.co.uk/halloween](http://www.spar.co.uk/halloween) which will host lots of exciting content for children and adults.



## SPAR takes five medals in ISC spirits challenge

**SPAR has been awarded three Silver medals and two Bronze medals for its high quality own label spirit lines at this year's 25th International Spirits Challenge (ISC), picking up the accolade alongside a host of leading brands.**

SPAR Premium London Dry Gin 70cl, SPAR Premium French Grain Vodka and SPAR Imperial Vodka were recognised in the category challenges and each received Silver medals.

SPAR Premium Rhubarb and Ginger Gin and SPAR Original London Dry Gin took Bronze medals.



## SPAR celebrates GOLD

SPAR is celebrating winning a GOLD medal at the 2020 Decanter World Wine Awards (DWWA) by impressing judges with its Wildflower Pinot Grigio 2019, available exclusively in the UK in SPAR stores.

SPAR Wine Consultant, Master of Wine Philippa Carr, said: "The SPAR wine team is thrilled and very proud to win such a prestigious Gold medal."





# County Bridge Fresh Meat Trial Delivers Promising Early Results

**A.F. Blakemore's expansion of its own-label County Bridge retail fresh meat offering is delivering some fantastic initial sales results.**

The business has evolved its County Bridge offer with the introduction of new retail packs and expansion into more SPAR stores via centralised distribution.

On the introduction of the range into two Blakemore Retail stores, AFB Fresh Development Manager, Nicola Hobson, said: "The County Bridge range offers great value, high quality fresh meat, and the brand is proving very popular with customers and performing really well.

"The mix and match deal at 3 for £7 or 5 for £10 is industry leading and provides a very compelling offer that helps really differentiate us in the market."

The new range, which is being distributed to stores straight from A.F. Blakemore's distribution depots, supplements the continuing model where in some Blakemore Retail stores the meat range is prepared in 'Hub' stores and then distributed to 'Spoke' stores.

Centralised distribution will make it easier for the business to supply more stores across its estate with greater efficiency.

A.F. Blakemore has also begun to roll out the County Bridge range to its independent SPAR estate for the first time. The range is expected to be stocked in 40 independently owned stores by the end of October.

This will provide independent retailers with a great opportunity to drive sales and will also benefit Blakemore Fresh Foods, which currently supplies about a third of the range.

AFB Food Solutions & Retail Proposition Director, Nikki Rogers, commented: "Whilst we don't have centralised sales reports for the BTP stores yet, the sales look very encouraging and the initial retailer feedback has been incredibly positive."



# Blakemore Retail SPAR stores raise over £50,00 for NSPCC

**Blakemore Retail SPAR stores across England and Wales have raised an incredible £50,000 for the NSPCC as a result of two fundraising weekends.**

In July colleagues took part in a Dress Up or Dress Down weekend that raised more than £25,000.

Then, over the August Bank Holiday, colleagues took part in a PANTS Weekend fundraiser, which raised £31,453.

Staff from across Blakemore Retail's 278 SPAR stores organised a range of fundraising activities.

Blakemore Retail Managing Director, Matthew Teague, said: "Our store staff have made an astounding effort to support the NSPCC through such challenging times.

"For us to raise another £31,000 from PANTS Weekend is absolutely amazing. I am incredibly proud of our colleagues' continued enthusiasm and dedication, which will change the lives of children living within their local communities. Well done to all involved."



# A.F. Blakemore Launches New Flagship Store in North Wales

**A.F. Blakemore has launched a brand-new flagship SPAR store in Bodelwyddan, North Wales.**

The company has relocated its Blakemore Retail store in the town to a purpose-built site on Abergele Road, just off Junction 25 of the A55, the main gateway to Snowdonia and the North Wales coast.

The 232m<sup>2</sup> store, which opened its doors on 21 August, features a Subway counter serving fresh sub sandwiches, a cake counter and a Daily Deli hot food counter offering carvery meats such as hot pork and beef.

Blakemore Retail Area Manager, Colin Davies, commented: "This is a brand-new purpose-built flagship store in a prime location and

the services provided will make the store a real destination for the local community."

A defibrillator has been fitted to the store's exterior, for anyone in the local area to use in an emergency.

Blakemore Retail Managing Director, Matt Teague, commented: "The new site has involved significant investment from A.F. Blakemore and is part of an ongoing store development programme planned for our retail estate.

"We are committed to growing the business in ways that are profitable and sustainable for the benefit of our colleagues, customers and communities."





# Blakemore Retail Launches Buy One, Get One for a Penny Campaign

From 17 September to 7 October, stores across A.F. Blakemore's retail estate offered customers the chance to purchase a SPAR brand product and get another one for a penny.

The promotion applied to a selection of SPAR products across grocery, frozen and household categories. Customers paid full price for the most expensive item.

A.F. Blakemore Head of Marketing, Kevin Jones, commented: "Blakemore Retail launched this promotion to raise awareness of the SPAR brand and the quality and variety of products available in the range.

"At a time when more people are looking to shop locally, this promotion is a great opportunity to increase footfall to stores and differentiate ourselves from the competition."

## A.F. Blakemore Expands Operations with Acquisition of Online Vegan Store

A.F. Blakemore announced the purchase of the online wholesaler and retailer Vegan Store.

The acquisition represents a move that will diversify the Blakemore group's portfolio of brands whilst adding a purely online division to the business structure.

Group Commercial Managing Director, Jerry Marwood, said: "The vegan or vegetarian lifestyle is predicted to be the choice of up to 25% of the British population by 2025. By acquiring Vegan Store we are adding a niche brand to our portfolio that we will be able to develop and grow in line

with forecasted market growth."

Vegan Store was the UK's first independent retailer of vegan products online.

The business stocks vegan food, drink, healthcare and beauty products from countries around the world, including the UK, Australia, America and the Far East.



## A.F. Blakemore has launched a brand-new commission operator SPAR store model.

**SPAR Leominster in Herefordshire has become the first SPAR store across the company's estate to be run by a commission operator after relaunching on 7 September.**

Formerly operated by Blakemore Retail, A.F. Blakemore's company-owned store division, the site is now being run

by MIH Traders Ltd, owned by Dasitha Gamage and Janaka Watowita.

A.F. Blakemore's commission operators will be self-employed entrepreneurial retailers who are seeking to operate their own businesses supported by a successful retail partner. A.F. Blakemore will own the business, with the commission operators responsible for developing sales and profitability within their stores.

Blakemore Trade Partners, Sales Director, Louis Drake, commented: "We are delighted to be embarking on this new partnership with Dasitha and Janaka and working alongside them to grow and develop their business.

"A.F. Blakemore's new commission operator trading model will enable entrepreneurial independent retailers to operate their own businesses and will provide a platform for growth and expansion in the coming years by broadening our scope of retail outlets.

"The model will provide us with new opportunities to acquire sites that would not have fitted our previous trading models and therefore will bring us greater flexibility."

Dasitha Gamage said: "A.F. Blakemore's new commission operator store model is a great opportunity for retailers like us who want independence but extensive backing from a big business.

"Not only are we benefitting from the well-known SPAR brand, a dedicated business development manager and training, marketing and supply chain support, but as a commission operator, we are also benefitting from A.F. Blakemore's site investment."



# A warm welcome from SPAR

The Northern Guild is delighted to welcome four new SPAR sites that have been operating as NISA since 2009, now owned by Phillips 66.



The four forecourt sites are located at Catterick in North Yorkshire and Redworth, Chilton and Wheatley Hill in County Durham and will be operated under Phillips 66's company's service station operator format with JET fuel and SPAR branding.

Dave Dixon, Service Station Operator for SPAR Redworth and SPAR Catterick said, "We are really excited to be working with SPAR and JET who are committed to taking the business

forward and sharing their expertise in all areas of the industry."

Peter Dodding, Sales and Marketing Director at James Hall & Co. said, "We are thrilled to welcome these four new sites into the SPAR family and look forward to working together to modernise and develop the stores."

**Details to follow of other new stores in the next edition.**

# A sparkling new store at Lancaster University

James Hall & Co. is delighted to announce the acquisition and complete refurbishment of SPAR Lancaster University, the company's 145th company owned store.

The store sits right at the heart of the university campus, providing an essential service for students living and studying at Lancaster University.

The newly refurbished site features an extensive grocery, fresh food and food-to-go offering, healthy snacks, off-licence, and the addition of health, beauty, electrical and homeware essentials.

Brands in-store include Cheeky Coffee, Freal milkshakes, Dots Donuts, and Polar Crush slushies.

James Hall & Co. has also worked with the university to prepare over 1,000 self-isolation bags for international students required to quarantine after entering the UK.



# #NoExcuseForAbuse

**SPAR stores across Lancashire have joined forces with the Lancashire Resilience Forum to back a countywide domestic abuse awareness campaign, #noexcuseforabuse.**

The campaign brings together local councils, Lancashire Police, support agencies, the NHS and the Office of the Police and Crime Commissioner to raise awareness of the support available.

Julie McAulay, Company Owned Stores Director at James Hall & Co. said: "We are extremely proud to be part of this campaign and to be working with the Lancashire Resilience Forum to protect communities across the county. Thousands of shoppers pass through our doors on a weekly basis and with 100 SPAR stores in Lancashire alone, we hope that this campaign will reach those most in need and help signpost individuals to the appropriate support."

SPAR stores across Lancashire will display shelf cards and posters, signposting potential victims and perpetrators to the appropriate support and encouraging communities to be vigilant.





# SPAR Birkdale celebrates its 55th anniversary

**James Hall & Co. is celebrating the 55th anniversary of one of its oldest company owned stores, SPAR Birkdale (G&E Murgatroyd).**

Located at the heart of Birkdale Village in Southport, the store benefitted from a significant refurbishment in August 2019 including the addition of a Graham Eyes butchery counter; Tango Ice Blast machine; Clayton Park Deli; and a market stall fruit and vegetable concept with a fantastic range of fresh, local produce such as Lancashire new potatoes, chillies and broccoli.

It certainly has been a busy year for the store and with the addition of social distancing measures and SPAR branded hand sanitisers, staff have proudly continued to serve local people in the Southport area.



## Support for three charities boosted by Lawrence Hunt and Company Ltd

**Lawrence Hunt & Co Ltd has given three local charities - Cash for Kids, St Catherine's Hospice and St John's Hospice - a boost by donating £75,000.**

Kevin Hunt, Managing Director of Lawrence Hunt & Co, said: "We have worked really hard to support our local communities by remaining open and keeping a supply of essential items available for everyone throughout the pandemic. In return we are delighted to support Cash for Kids, St Catherine's Hospice and St John's Hospice. We have supported these three organisations for many years and know the effect Covid-19 has had on their fundraising efforts. We wanted to do something to help and hope this donation will encourage others to look towards charitable groups and hospices in the region."

## SPAR BRANDED COLLECTION BINS HELP RAISE £20K IN FOOD DONATIONS

**In line with James Hall & Co.'s corporate social responsibility (CSR) strategy, a new SPAR branded food donation bin has been designed to attract customers' attention and promote local food banks within SPAR stores across the north of England.**

As well as being rolled out across company owned stores (North East Convenience Stores) the initiative has also been made available to independent SPAR retailers and the branded stands have helped SPAR stores raise nearly £20,000 in food donations for food banks across the north.

Tomas Garliauskas, CSR Project Co-ordinator at James Hall said "The demand on local food banks increased dramatically during lockdown and although many retailers were collecting food donations before Covid-19, we wanted to create a coherent, branded stand to catch customers' eyes and promote local food banks in need."

"This initiative helps to promote the fantastic work our company-owned stores and independent SPAR retailers have been doing in supporting local people."



## SPAR Scotland announces Community Cashback campaign

SPAR Scotland launches its first Community Cashback campaign with over £30,000 to give away to community groups and charities around the country.

Customers, store staff and CJ Lang employees were able to nominate a local charity or community group to win a cash sum of money.

The campaign took place in all 109 CJ Lang company owned SPAR stores with the winning groups being announced in November.

Colin McLean, CEO of SPAR Scotland said: "We were pleased to announce our first Community Cashback campaign where we are giving away over £30,000 to local

community groups and charities around Scotland.

"During the pandemic local community groups and charities have suffered as they rely so much on donations from the general public. We hope a number of organisations will benefit from a share of the Community Cashback campaign."

There are a total of twenty-one (21) monetary prizes up for grabs ranging from £800 to £2,000.



## SPAR Scotland donates £1,000 to help Marie Curie in Edinburgh

When the Marie Curie hospice in Edinburgh suffered severe damage to their site due to a major flooding incident, SPAR Scotland wanted to help with a donation and provided £1,000 to go towards replacing lost and damaged furniture within the hospice.

Jim Stewart, Community Fundraiser at Marie Curie, said: "We very much appreciate this donation from CJ Lang & Son Ltd that will go towards helping to repair damage caused by recent flooding at the Marie Curie Hospice, Edinburgh."



## SPAR Brings Delicious Dunkin' Products to Scotland

SPAR Scotland is further expanding its food-to-go offering by bringing delicious, pre-packaged donuts by fan-favourite brand, Dunkin' to locations across Scotland.

This exciting new addition to SPAR Scotland stores comes as part of a significant investment by wholesaler CJ Lang and Son Limited, which will see 64 company owned stores the length and breadth of the country offering a fantastic food-to-go service by the end of April 2021 under the new and exciting banner of 'CJ's - hot and tasty food-to-go'. The remaining company owned stores will rollout thereafter on an aggressive project timescale that should see completion by the summer of 2021.

Dunkin' donuts will be available in stores alongside other tasty and quick products. The dynamic food-to-go rollout programme in SPAR Scotland stores will also include a hot breakfast and lunch offer.

Stephen Brown, Head of Food to Go at CJ Lang and Son Limited, said: "We are delighted to be working with another innovative international brand like Dunkin', adding to the stable of existing brands we work with and the multitude of Scottish based suppliers.

"As sole distributor for Dunkin' donuts in Scotland at this time, we're really excited to be bringing this well-loved sweet treat to our customers.



"We have very ambitious plans to grow food-to-go within our SPAR estate in Scotland. It is one of the fastest growing sectors of the eating out market and as a forward thinking convenience retailer we are making a huge investment to ensure we are at the forefront of this sector."

"As we continue Dunkin's strategic expansion across Europe, we're thrilled to offer our delicious donuts to consumers in Scotland," said Canar Gursoy, Dunkin' Brands' Regional Vice President, Europe, Middle East and Africa.

"We're excited to work with CJ Lang and Son Limited, one of the largest convenience retail groups in Scotland, to offer pre-packaged assortments of our premium donuts to their customers."



# SPAR Scotland proud to support Scottish Food and Drink Fortnight 2020

**SPAR Scotland was proud to support Scottish Food and Drink Fortnight from 5 until 20 September 2020.**

All SPAR stores in Scotland took part in the event which was about promoting inspirational Scottish food and drink heroes that have kept the nation inspired with their fantastically produced products during the pandemic.

Colin McLean, CEO for C J Lang & Son Ltd, said: "We were very proud to support Scottish Food and Drink Fortnight once again.

"We have supported this great initiative for the last few years', and it was great to see that this year's event was an even bigger success."



## SPAR Scotland expands popular Warburtons range

**SPAR Scotland is further expanding it's already extensive bakery offering with the introduction of a new Half White Half Wholemeal range of bakery products from Warburtons.**

Stephen Wilkes, Regional Customer Business Manager for Warburton's, said: "Warburtons are proud to be working even more closely with SPAR Scotland during this pandemic and we believe that they are a great partner in getting our wonderful new loaves out to as many families as possible."

Colin McLean, CEO of SPAR Scotland, said: "We are delighted to once again be working in close partnership with Warburtons and to support the launch of their new product. With the schools going back full time from this week, it is a particularly important time for us to ensure we are providing nutritious and nourishing options for parents."



## CJ Lang and Son Limited receives RoSPA President's Award for health and safety achievements

**CJ Lang and Son Limited celebrated after landing an internationally-recognised award for demonstrating high health and safety standards.**

The SPAR wholesaler has received a RoSPA President's Health and Safety Award in recognition for working hard to ensure its staff get home safely to their families at the end of every working day. The President's Award was presented to the company after being awarded 10 consecutive Gold Awards.

Julia Small, RoSPA's head of qualifications, awards and events, said: "The RoSPA Awards scheme is the longest-running of its kind in the UK, but it receives entries from organisations around the world, making it one of the most sought-after global accolades in health and safety.

"RoSPA wants every employee, wherever they are, to work safe in the knowledge that they will be going home unharmed and healthy at the end of every day."

Sandy Fowler, CJ Lang's Group HSE Manager, said: "We are absolutely delighted to have been awarded a President's Award for

achieving 10 consecutive Gold Awards by RoSPA in recognition of the Company's continued commitment and the efforts of all our staff in both maintaining the highest standards of health and safety and providing a safe environment in which to work."

# Royal visitor thanks key wholesale and logistics workers during Belfast visit

**HRH The Prince of Wales took time from his busy Belfast schedule to thank key retail and wholesale workers who made such a difference over the past six months.**

Visiting Henderson Group's warehouse in Mallusk, Prince Charles met safely with workers from various aspects of the Group's companies, including lorry drivers, warehouse operatives and retail staff, all of whom kept the country going during lockdown by ensuring vital supply and services to and from SPAR, EUROSPAR and VIVO branded stores in Northern Ireland.

Martin Agnew, Joint Managing Director of Henderson Group said it was an honour to have a Royal take the time to recognise the dedication of their staff; "Our workers from all areas of our business have been nothing short of amazing, dedicated and inspirational during one of the most challenging times our industry has seen.

"We are extremely proud to have their commitment to keeping supplies on the road and shelves stacked during an unprecedented time formally recognised, and we hope it has given them a boost to know their work has not gone unnoticed by even higher sources than ourselves."

Gary Reid, a lorry driver with Henderson Wholesale who has been with the company for 50 years this year met His Royal Highness, and commented; "We were very lucky to have been kept in employment when we were in the depths of lockdown, as we were providing an essential service. We were key workers and were fully committed to ensuring our communities got their essentials, especially when the panic buying kicked in.

"Prince Charles recognised that, and I was very proud to meet him with my colleagues."

During the COVID-19 pandemic, Henderson Group kept their 96 Henderson Retail, and hundreds of independently owned stores supplied with essentials for their local communities, whilst maintaining retail, logistics and wholesale roles across the company.

Henderson Foodservice also diversified to supply more than 15,000 food boxes for delivery to vulnerable and self-isolating people thanks to a collaboration with the Department for Communities.



HRH The Prince of Wales is pictured with joint MD of the Henderson Group, Martin Agnew during his visit to The Group's Wholesale warehouse to thank frontline logistics and retail staff for their commitment during lockdown.



HRH The Prince of Wales thanks Henderson Group's warehouse and retail staff for their service during lockdown during his visit to Group's headquarters in Mallusk this week.

# Locally loved teacher cuts the ribbon on state-of-the-art Community Supermarket

**Linda Patterson, a local teacher known and loved across Millisle, has had the honour of cutting the ribbon to officially declare the opening of the much-anticipated new community supermarket.**

The £3million new build EUROSPAR takes the place of the former SPAR which was under construction for eight months, bringing a wealth of new services and amenities to the local area, as well as 25 new jobs.

Mark McCammond, Retail Director at Henderson Group said; "We are excited to reveal EUROSPAR Millisle to our neighbours and thank Linda for taking the time to not only officially open the supermarket but for her years of community and teaching work in the local area."

Joanne Knox, Store Manager at EUROSPAR Millisle said the new build has brought new employment opportunities at a time when they were much needed; "this EUROSPAR and MAXOL fuel station is a huge asset to the local community, providing secure jobs at what has been a worrying time."



Emma McCormick, EUROSPAR Millisle Community Champion with her son Connor, Linda Patterson, Gregory Cochrane Henderson Retail Store Project Manager, Junior Orr and Joanne Knox, EUROSPAR Millisle Store Manager are pictured cutting the ribbon at the official opening of the community supermarket.



## Local bakers rise as supply to wholesaler increases with range expansion

**Graham's and Scott's Bakery have grown their businesses and created new jobs thanks to continued investment from Henderson Wholesale as they expand their own-brand bakery range.**

Since creating speciality products for the enjoy local bakery brand in 2018, the range has been extended and is now expected to exceed £2.1m in retail sales, thereby enabling Henderson Wholesale to invest further in its local suppliers.

Eamon Taggart, Trading Manager at Henderson Group says this was the aim for its local suppliers when they launched the range; "enjoy local bakery started

with six products over a year ago, and thanks to the excellence of the bakers we work with, we've been able to expand to 42 products giving even more choice and value for our retailers and shoppers."

The additions bring the entire enjoy local range of fresh meat, poultry, soups, bread, cheese and salads to a total of 139 products from 20 local suppliers across the island of Ireland.



Jonny Agnew, Food Development Marketing Executive is pictured with Tim Graham from Graham's Bakery, one of the suppliers who has enjoyed growth thanks to the expansion of the enjoy local bakery own brand.

## HENDERSON'S MILLION-POUND CHARITY CAMPAIGN CONTINUES TO REWARD

**Congratulations to the team behind the 'Made it to £1 Million' for Cancer Fund for Children campaign who have won the Belfast Telegraph Business Award for Excellence in Corporate Social Responsibility for the partnership which incentivised over 60 retailers from across Northern Ireland to go the extra mile for the leading local children's cancer charity.**

Bronagh Luke, Head of Corporate Marketing at Henderson Group, said the impact of the campaign can be felt by the extra services that were able to be delivered by the charity; "Over the nine years our retailers have been engaged with Cancer Fund for Children, funds raised have enabled over 500 therapeutic short breaks in Daisy Lodge for impacted families to spend quality time together, almost 10,000 hours of one on one support for children and young people who have had a parent diagnosed with cancer, and almost 1,500 young people have benefitted from residential weekends at the organisation's log cabin facility.

"Our fundraising goal was £100,000 a year and in 2019 we've achieved £1m in eight years, two years ahead of target; we have now raised a phenomenal £1.2 million."

Phil Alexander, CEO, Cancer Fund for Children, with Gail Boyd from EUROSAPAR Creighton's of Balmoral and Paddy Doody, Sales and Marketing Director, Henderson Group at the £1 million celebration event earlier this year.



## Henderson's The Chef range gets first star at Great Taste Awards

**Henderson's team of chefs behind its The Chef range are celebrating after receiving their first ever star at the 2020 Great Taste Awards.**

The range's Thai Green Chicken Curry has been commended by the judges, resulting in a 1-star accolade for the dish created by chef Carl Johannesson and his team of cooks.

Fresh Foods Director Neal Kelly said his product development team have put huge amounts of effort into creating a delicious yet convenient range for today's shopper; "Achieving 1-star for our The Chef Thai Green Chicken Curry is a fantastic nod towards the amount of research, tasting and developing our team has put into all the recipes. I am absolutely delighted for them, and that the range is getting the recognition it deserves."



# London To Paris By Bike - Without Leaving The UK

**Dave Woof, manager of the SPAR store in Chagford, has been cycling from London to Paris for charity – without leaving the UK.**

Due to the coronavirus crisis, the event was a virtual one this year, so Dave took part in the event during September by cycling the 300 miles around Dartmoor instead in a bid to raise £300 for Blood Cancer UK.

He has been raising money for the charity for several years by cycling in various events, including the London to Paris ride three times.

“Many Blood Cancer UK fundraising events have been cancelled or postponed due to coronavirus, and they’ve already seen a big drop in income,” said Dave. “They now expect to be able to spend £1.8 million less on research this year, which would be a tragedy. By sponsoring me in the Virtual London to Paris, people are helping to make up that shortfall for the benefit of the 250,000 people living with blood cancer in the UK today.”



# Free Shopping for Milestone Customer

**A lucky customer of the SPAR shop in Pool, Redruth had her entire order fully refunded after becoming the 10,000th person to use the store’s Snappy Shopper app for deliveries in just six months.**

The initiative was run by Leon and Hayley Hill, who were the first SPAR store owners in the south west to use the app delivery service when the coronavirus crisis hit the UK earlier this year.

“To celebrate the 10,000th milestone, we decided to mark it with a free shopping bill, no matter the size of the order,” said Leon. “As well as thanking everyone for shopping with us, we are also grateful to our in store team of staff and drivers for making this happen in just six months. We are so lucky to have such a great team working for us.”



# Appleby Westward Highly Commended in Fundraising

**Appleby Westward was highly commended for the ‘By Our Side Award’ for an organisation at Marie Curie’s Fundraising Excellence Awards.**

Meredith Niles, Executive Director of Fundraising for Marie Curie said: “In this extraordinary year, we received so many nominations for these awards and to achieve a highly commended place is something to be extremely proud of.”

During lockdown, Appleby Westward drivers began collecting PPE delivered from the West Midlands to the charity’s base in Tiverton and taking it to SPAR stores closest to each nurse’s home for collection at a convenient time, saving the charity from a “logistical nightmare”.

Some 250 Marie Curie nurses across the south west, caring for patients with and without coronavirus, have been using an average of 60,000 pieces of PPE a week, including face masks, aprons, gloves, visors, goggles and hand sanitiser.

Following Appleby Westward’s nomination Del Phillips, Nick Vivian and Liz Lumsdon joined Marie Curie’s virtual celebration and recognition ceremony.

“Every year we put time aside to recognise the importance of our supporters with an annual Fundraising Excellence Awards ceremony,” said Meredith. “It brings together some of the people and organisations who have made an exceptional difference to our fundraising.

“This was the first time we hosted the event on a virtual stage and were excited to all come together using the power of technology, and to share some incredible stories.”





# Refit Uplift for Bideford Forecourt Store

**A refit just after lockdown restrictions were eased has provided a welcome uplift in trade for a SPAR forecourt store at a Bideford motor dealership.**

In a co-investment with Appleby Westward, Blights Motors undertook a merchandising refit, condensing the existing grocery offer, turning around the gondola ends, introducing the highly popular Cook Frozen Meals range, new signage, and increasing the range of cold soft drinks.

Store manager Teresa Blight, wife of Jeff, one of the garage directors, said: "We carried out the changes just after lockdown and are very pleased with the results. For example, there has been a 40% increase in alcohol sales in the year to date.

"Customers think the changes we have made are brilliant and we have noticed more people are shopping locally post-lockdown, which is obviously good for our business."

Her son Nick, who is also a director of the business, worked alongside Appleby Westward to supervise the overall refit. He said: "I would like to thank the Appleby Westward team for managing such a trouble-free process so soon after the lockdown restrictions were lifted."

Blights Motors was founded in Bideford 87 years ago by Jack Blight and has run continuously through successive generations. It moved to the present site in the early 1960's and the forecourt originally had a very tiny shop which grew over the years. The store moved under the SPAR fascia 15 years ago and was doubled in size to 1,200 sq.ft. in a major redevelopment in 2010.



# Sales Increase for Two Barnstaple Stores

**Retailer Tim Roberts has seen an increase in sales after refits at his two SPAR stores in Barnstaple in co-investment schemes with Appleby Westward.**

At his town centre store in Boutport Street, which Tim acquired five years ago, a complete reconfiguration has taken place, moving the counter nearer the door, installing additional refrigeration and introducing a stronger focus on meal deals and the overall chilled range offer. As well as this, a new high-quality Smokin Beans coffee offering has prime position, generating sales well in excess of expectations.

"We undertook the refit just prior to lockdown, and for weeks there was no one in town," said Tim. "But since restrictions were eased, we have recovered completely and now business is up on last year."

Tim also undertook a refit at his Newport Road store, reconfiguring some of the layout and introducing new freezers and alcohol refrigeration, which has seen an increase in wine sales as a result. "The new 5.5m alcohol chiller really has the wow factor and customers love it," he said.

Tim joined SPAR 15 years ago when he gave up his job as director of a travel company and bought the former BB Stores in Newport Road. After successfully developing the business, he bought a second store with the acquisition of the former Lonsdale site in Boutport Street, reopening it under the SPAR banner after a high-quality refit in keeping with this historic part of Barnstaple.



# Appleby Westward Supports Charity Walkers

**Appleby Westward was among the supporters of a group of family and friends who took part in a charity walk to raise funds for sufferers from Huntington's Disease.**

Organiser Anthony Lomas and the group walked 130 miles from Lizard Point, the most southerly in Cornwall, to Foreland Point, the most northerly in Devon, raising awareness of the disease and fundraising along the way.

And Appleby Westward supported the initiative with donations of bottles of water, fruit and pasta to help the walkers on their long trek. "I really appreciate the support everyone has provided," said Anthony, who established the charity HD Livin' to build awareness in a bid to raise £1 million to develop respite centres across the UK that specialise in Huntington's Disease, one of which will be built in the south west to cover Devon and Cornwall. "Everyone in our team has been impacted by this debilitating disease in one way or another."



# A Fright-tastic fundraiser



With Halloween just around the corner, Marie Curie is challenging YOU to hold your very own Spook-tacular fundraiser guaranteed to bring frights and donations in equal measure!

We've worked really hard this year to develop fundraisers that every store can take part in, whilst still ensuring safety guidelines are always followed. We hope you have a load of fun with these 'hair'-raising ideas and we can't wait to see what you get up to. Just use the hashtag #notricksalltreats to share your best snaps of your infamously fab fancy dress!

To get your very own free fundraising pack, simply email SPARUK@mariecurie.org.uk and we'll get that sent out to you straight away.

## An Incr-EDIBLE milestone!

The Northern Guild has raised a phenomenal **£154,000** for Marie Curie solely from the sale of SPAR sandwiches produced at James Hall & Co.'s Preston depot - supporting Marie Curie has never been so tasty!

The money raised from the sales of sandwiches alone is enough to fund 7,711 hours of care from a Marie Curie Nurse; the equivalent of 856 whole night shifts. Thanks to their support, we are able to make sure that more people in the North of England get the care and support that they need in their own home at the end of their life.

This brings James Hall & Co's overall partnership total to an incredible £350,000 which can help us fund more Nurses like Amber.

Amber is a Marie Curie Nurse who cares for people in Preston, Bolton, Chorley and Blackpool.

"SPAR helps us to support families in the community, and grant people their last wish of dying at home. Their support is so vital to enabling us to do that, we are so grateful for their support".

**Thank you Northern Guild!**



## Russia

SPAR expands into Russian Far East with new store opening in Khabarovsk.

Due to the city's proximity to Japan, China, and Korea, there is a strong demand for the vast selection of Asian food products on offer in the store.



## South Africa

Congratulations to Captain Raymond Mashudu Mutangwa, store manager of SPAR Thohoyandou in South Africa, who has won the prestigious International Store Manager Award run by the US-based Food Marketing Institute (FMI).

Raymond is a more than a worthy winner by offering exceptional service with an innovative leadership approach that distinguishes SPAR Thohoyandou in a highly competitive market.

Following a surge in cases of domestic violence during the COVID-19 lockdown SPAR South Africa has launched a nationwide campaign against gender-based violence. As part of the initiative, the entry fee proceeds of the SPAR Virtual Women's Challenge will be donated to organisations providing support to victims of GBV.



## SPAR Global News

## Hungary

SPAR Hungary has added two eco-friendly packaging products to the range available at INTERSPAR Hypermarkets throughout the country. The new additions are a washable Snack'n'Go food bag and Boc'n'Roll washable sandwich packaging material.



## Amsterdam

SPAR International is delighted to have won two Salute to Excellence Awards.

The highly coveted industry awards are organised by the Private Label Manufacturers Association (PLMA) and recognise excellence in private label innovation. In the savoury snacking category, the jury favoured SPAR's Quinoa & Chia Rice Tubes, while SPAR Natural Organic Biodegradable Coffee Capsules Espresso came out on top in the coffee category.





## SPAR signs up to The UK Plastics Pact

SPAR has signed up to The UK Plastics Pact which is a collaborative initiative started in 2018. It aims to create a circular economy for plastics and brings together supplier, convenience and supermarket businesses from across the entire plastics value chain with UK government, NGOs and trade organisations to tackle the scourge of plastic waste.

Cath McIlwham, Head of CSR at SPAR UK, said: "By joining The UK Plastics Pact, SPAR is committing to defined targets. We will have access to expert advice and support on business planning workshops, which will enable us to achieve these targets. It

will also provide us with technical advice on alternatives to hard-to-recycle plastics.

"This demonstrates our clear commitment to reducing our use of plastics and ensuring a more sustainable future," she added.

## SPARs Love Summer campaign nominated for six awards

SPAR's 2019 footfall and basket-spend boosting campaign, Love Summer Prizes and Love Summer Days Out, has been nominated for a staggering six prestigious award categories at the UK Agency Awards 2020, the UK Digital Growth Awards and the Global Search Awards.

Laura Webb, SPAR UK Marketing & Digital Controller, said: "We are delighted to see our Love Summer campaign getting recognised at all these prestigious award events. The footfall driving initiative encouraged shoppers to go

to their local SPAR store to be in with a chance to win thousands of prizes. It encouraged shoppers to be spontaneous and it gave our SPAR stores a huge opportunity to boost sales at this key time of the year."

## EXCITING NEWS ABOUT LOTTO ROLLDOWNS

**Lotto ROLLDOWNS are about to become even more thrilling - with over a million more players winning a cash prize in every ROLLDOWN!\***

### What's changing?

From Saturday 7 November, whenever there's a Lotto Must Be Won ROLLDOWN, players matching just 2 main numbers will win a Lotto Lucky Dip® as they normally would, plus they will also win £5 cash! In addition, each of the other prize tiers can still expect to receive a share of the Jackpot, resulting in boosted prizes for all.\*\*

### Lotto £20M Must Be Won draw

This exciting enhancement will be launched on Saturday 7th November with a special Lotto £20M Must Be Won draw. If nobody matches all 6 main numbers, the Must Be Won Jackpot will roll down and all winners can expect to receive a share of the Jackpot,\*\* with match 2 players winning a Lucky Dip® and their £5 cash prize for the first time - creating over a million Lotto cash prize winners!\*

### How will this benefit National Lottery retailers?

With an average of 1.2M boosted cash winners expected every ROLLDOWN\*, players will experience more excitement and enhanced win belief. This, in turn, encourages player loyalty, increases frequency of visit and repeat purchases. In addition, players often spend their winnings while in store, so more cash winners means more reinvestment and increased spend.

### What you need to do

- Remember to site your Lotto £20M Must Be Won POS upon arrival
- Remind all customers to buy a ticket and inform them about the game enhancement
- Be prepared for bigger and more frequent prize claims whenever there's a Lotto ROLLDOWN

\*On average, 1.1m Match 2 winners and 1.2m winners of Match 2 to Match 5 plus the Bonus Ball tiers in Lotto Must Be Won draws between Nov 18 and July 20

\*\*See Lotto Game Procedures for details of the jackpot allocation in a Rollover draw

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# 5 TOP TIPS



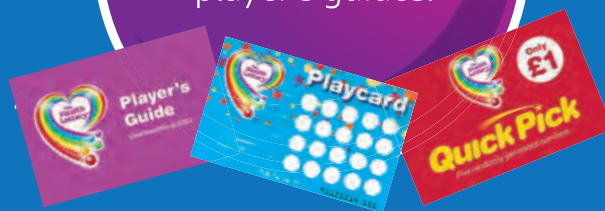
# 1

Site your playstand where customers can clearly see it and make sure it is clean and tidy.



# 2

Make sure your playstand has a good supply of playcards and player's guides.



# 3

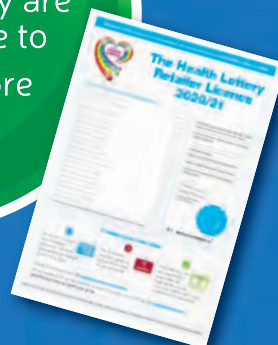
Display the current promotional poster in your poster frame or somewhere visible to customers.

Still only £1 per play!



# 4

Display the latest retailer licence and 16+ sticker. Make sure they are clearly visible to players before they play.



# 5

"Actively promote The Health Lottery to your customers"

The Health Lottery promotes 12 society lotteries across the country. They raise money for health related good causes and every part of GB benefits.



18+ BeGambleAware.org

Players must be 16 or over. The Health Lottery™ logo is a registered trademark of The Health Lottery Ltd. The Health Lottery scheme manages 12 society lotteries that operate in rotation and each represents a different geographical region of Great Britain. For more details on which society lottery is running each week please visit [www.healthlottery.co.uk](http://www.healthlottery.co.uk) or ask your Health Lottery retailer.