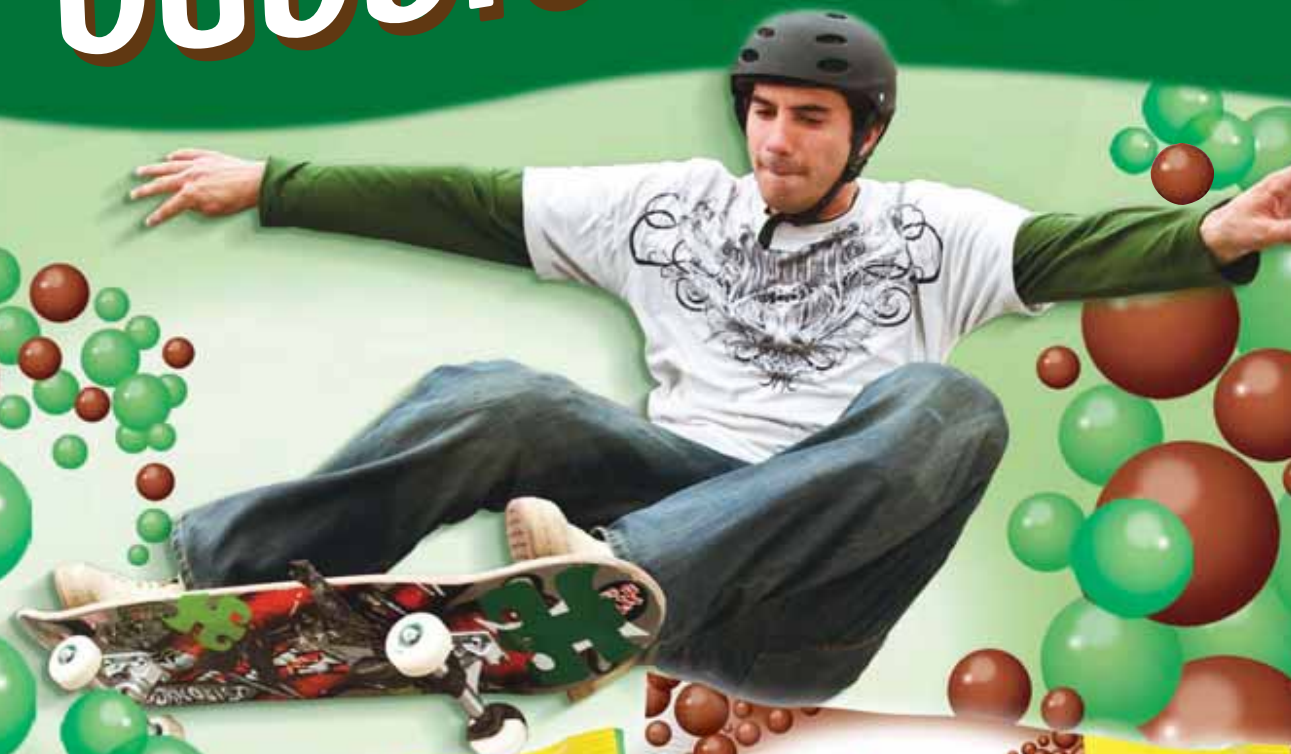
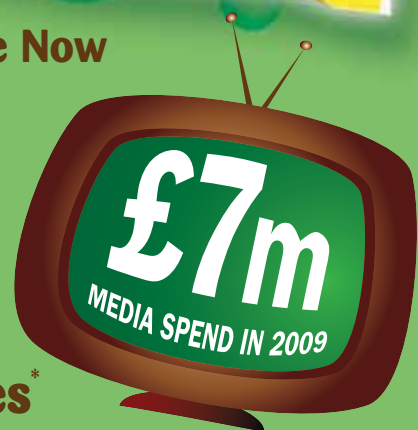


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*(Source: Mindshare)

Issue 9

best talk

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INSIDE



Best-one winner at Retailer Awards at Grosvenor House, London.

We report on this glamorous and prestigious occasion and give a complete list of all the prize winners



Last orders please!

How the local pub became the local Best-one - and the residents of Chatham just couldn't be happier!



Hooray for Scotland!

Best-one BDM Hazel is fast becoming the darling of Scottish retailers. We venture up north to find out more.

Best-one grown by 20% and looks to double sales in two years.

Best-one now attracts some of the best independent retailers in Britain. Retailers who see the benefits in achieving and maintaining high store standards and give great customer service. It is these retailers that are not just surviving the current recession but winning from it.

Retailers who demonstrate to their customers' great value by passing on the retail promotions and have available at all times the core lines consumers want day in day out. It is because Best-one attracts such a high calibre of retailer its growth has exceeded 20%.

James Hall, controller of the Best-one symbol group speaking at a management conference to the Bestway Group said, " Best-one has shown stronger growth than any other symbol group. Since the group's inception, seven years ago, it has grown in excess of 20 percent year on year and is aiming to break through the £150,000,000 sales barrier this year and doubling current sales within two years.

"The symbol group sector has seen sales growth overall of 7 percent to £10.4bn and now accounts for 36 percent of sales in the convenience



James Hall delivers the very good news for Best-one

market - interestingly enough from just 29 percent of stores.

"This growth comes on the back of the unveiling of a new state of the art communications system via the new Best-one website. Available to all members of the symbol group as well as to prospective members, the website has been considerably enhanced to also provide a members area which allows orders to be placed on-line coupled with easy payment options. The website also features all the current and themed promotions, complete with the ability to download and print shelf edge labels in store. Also available are national planograms, a full shop fitting and design information service as well as immediate communication to all drop shipment suppliers. Within one week of opening the new

website we received thirty-two new enquires for membership.

"The team that drives Best-one has been increased to contend with the general increase in business. The business development managers (BDE's) are spread across all regions of the country. It is there job to create that special relationship between the retailer members and Best-one operations. In addition the BDE's offer unique support to the members on all aspects of running their business

"The key aim of the direction for Best-one is to increase the number of Best one fascias to new retailer members who have the best qualities to join and represent what Best-one, as one of the most dynamic symbol groups, has to offer."

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*Source: AC Neilsen. Total market value 52 w/e 25th April 2009 vs 52 w/e 26 April 2008.



Every now and then you meet someone with a naturally positive outlook whose cheerful nature rubs off on everyone around, and makes things happen. Laina Howe certainly comes into that category. Talking to Laina is a real tonic and its easy to see why her store in Tiverton is fast becoming the thriving heart of the community.

Laina is a qualified beautician and salon owner, who grabbed the opportunity to branch out into convenience retailing when a unit became available just a couple of doors away from the salon. After five years hard work Laina and her family took a fresh look at their convenience store business and, after considering all the symbol group options, decided to join the Best-one group. Laina has absolutely no doubts that they made the right decision: "I'm absolutely delighted with Bestway. Our local depot gives us a first class service and the group clearly understands our business, allowing us to maximise our potential. For example, we're situated right in the heart of the beautiful Devon countryside close by the Grand Western Canal, so we get lots of custom from holiday makers and people popping in

It's all worked out beautifully for Laina!

Laina Howe, is now the proud owner of a newly branded Best-one store in one of Britain's most picturesque locations near Tiverton, as well as owning a beauty salon situated just two doors away. Hard work? Yes. But does she enjoy it? Definitely!!!



Above left: Laina takes a breather behind the counter at the Best-one store.
Above and right: The store's striking Best-one graphics, and advertised product offering really gets the store noticed.

from off the barges travelling up and down the canal. These customers are looking for the real taste of Devon so we sell lots of local produce such as clotted cream and local ciders. Our previous symbol group's restrictive practices wouldn't allow us this trading flexibility."

it's been a steep learning curve for Laina since she moved into convenience retailing, but now she really believes things are coming together perfectly: "I couldn't possibly do it all on my own, my husband and my mum make it a real family business, and of course our Best-one BDM, Ron Wooton is



always on hand to help. So far he's answered absolutely everything we've thrown at him superbly!"

Laina's store is certainly showing the independent sector the way it's done too: "We're now one of only 4 privately owned convenience stores in Tiverton. Plus our potential is amazing, thanks to

our location. The holiday season is obviously our biggest trading season, but we're also only 5 minutes walking distance from a local housing estate of nearly 700 houses so we've got steady trade all year round too. The ideal store, in an idyllic location, with your family and Best-one for support - it really doesn't come any better than that!"



Scottish retailers just can't resist Hazel!

Hazel Smith became a Best-one BDE serving the Edinburgh and Fife area, and after just a few weeks local retailers were lining up to become Best-one members. So is it the Best-one retail package that's attracting retailers north of the border or Hazel's natural charisma?

It's a winning combination; the benefits of Best-one and Hazel's personality have resulted in 11 independent retailers, in and around the Edinburgh and Fife region joining Best-one in the past few months.

We decided to investigate and called on Hazel, to explain the secret of her success. It soon became apparent that Hazel has all the attributes in abundance that are required to be a successful BDE.

For one thing Hazel knows what she's talking about when it comes to convenience store retailing, having spent her entire working life in the business. Hazel explains: "I worked with my husband in our family store for many years which was a fantastic grounding in retailing before leaving to

join Keystores in a retail development role."

It was while she was at Keystores that Hazel was head-hunted for the position of BDE to serve the Edinburgh branch of Bestway and she jumped at the chance to join the group.

"It's obvious to anyone working in the industry that Bestway are really going places, so I didn't hesitate when the opportunity arose" says Hazel.

Perhaps surprisingly, Hazel's new recruits don't include all her old Keystore members, as she explains; "Actually, the new recruits have come to us from a variety of sources, including Nisa, Londis and Costcutter, and total independents. The leads that I've followed up have come from tip-offs from the Depot manager, from the Bestway depot itself,



or simply cold calling."

One thing's for sure, part of Hazel's success is down to her "people skills" - she clearly goes the extra mile to engage with her retailers, even learning to speak various languages to converse with retailers from various ethnic communities.

"Of course I've picked up a

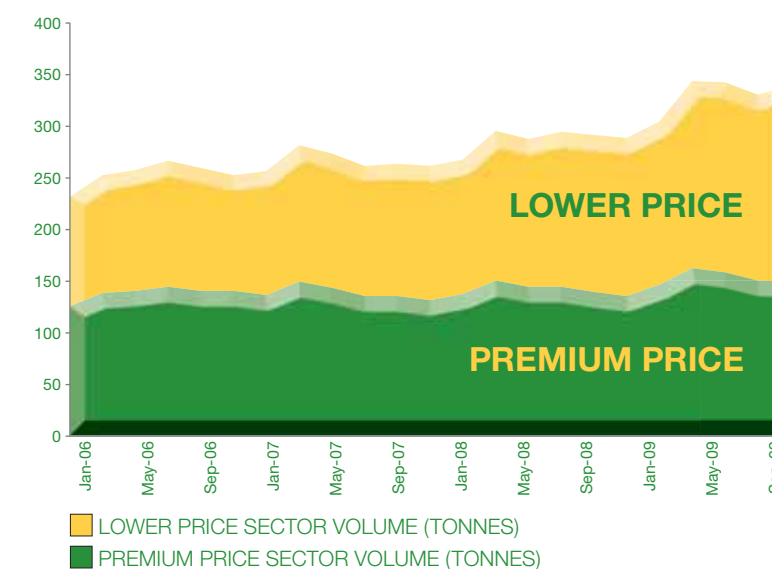
few phrases from my Asian retailers, but at the moment I'm learning Arabic which is proving quite a challenge!"

Look out for the next issue of Best-talk where we'll be bringing you the latest on Hazel's recruitment drive, and taking a look around one of her new member's stores.

The success story keeps rolling

The Golden Virginia Yellow story so far...

- A key addition to the growing lower priced sector
- A smoother blend of quality tobacco for the tastes of the modern adult smoker
- Adult smokers have spent £5.5m in the last six months*
- Golden Virginia Yellow is already the UK's fastest growing Roll Your Own Tobacco**



Source: *Nielsen Market Track. **Nielsen Market Track Volume Share September 09 vs. April 09

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National best-one winner Pritesh and Rina Patel with Bestway C&C Managing Director Younus Sheikh, Jon Curshaw and Best-one Controller James Hall.

Bestway Retailer Development Awards 2009

The people who make up the success of any local community across the UK were rewarded at the retail industry's top awards - the Bestway Group's Retailer Development Awards on the 15th October, at a glittering event for 400 people at London's Grosvenor House.

With a total prize value in excess of £75,000, including product credits, nineteen awards were presented to independent retailers from across England, Scotland and Wales.

The winning independent retailers are judged on a measured series of their store improvements set against the following criteria; the range of goods stocked, the POS (point of

sale) materials used, sales increases, pricing policy, store layout and space in the store, equipment used and the success of new lines. The key judging criteria include requiring the store to have a professional look to it, be well managed and give customers the very best service.

The top award and title of National Retailer of the Year goes to the person who has shown the most

outstanding all round performance. This year that winner was Mrs Shahnaz Kayani of One Stop Saver store, Crumpsall, Manchester who took the top prize of £10,000 and collected the Bestway Trophy, certificate and product credits presented by Zameer Choudrey, Bestway's group chief executive.

Retailer successes have also been recognised from around the country.

The winner of the Northern (Bestway) region is Mr Bilal Hassan Ghafoor of the Manchester Superstore, Cannon Street, Bolton, and the winner of the Southern (Bestway) region is Mr Mohammad Shazad of S.T Food and Wine, Palmers Green, London.

Both these winners received £3000 prizes and the Bestway Trophy, certificate and product credits.

The runners up were; from the Northern Region, Mr Zahid Razzaq of Food World Supermarket, Ward End, Birmingham and the Southern Region Mr Capber Temur of Oz Food of Tottenham, London. Both win £2000 each.

There were two Best-one symbol group awards; the winner of the Best-one trophy is Mr Pritesh Patel of Best-one Belle Island, Leeds, who wins £3000 and the Best-one runner up Mr Salaman Rasul of Best-one Westcross, South Wales who wins £2000. They were presented with their prizes by Arshad Chaudhary, operations director of Bestway Group.

The presentation of a Community Award to recognise the valuable work done by the independents for the general contribution to the welfare of the local community. The winner this year is Mrs Sally Cann of Croft Stores, Silverstone, Northants and she wins £1000 the trophy and certificate. This award is sponsored by IRN magazine.

Speaking at the awards Bestway's group chief executive,

Zameer Choudrey said, "At Bestway, we continue to grow from strength to strength. This year has seen robust performance from all our businesses. In 2009, Bestway Group has achieved another milestone as our turnover has surpassed £2 billion.

"In this, our eighth year of

staging these awards, I am very pleased to say that standards continue to improve across most of the independent sector. The pressure on the retailer to deliver excellent service never lessens, and it was particularly good, therefore, to see greater numbers of people attending our development seminars in the North and South this year, suggesting that more and more independents want to improve themselves and their businesses. We congratulate all nineteen winners and wish them all well in their businesses."

The awards also recognise top performing retailers who excel in the way they display and promote products across the key sectors including; soft drinks, beer and cider, wines and spirits, tobacco, confectionery, crisps and snacks, general grocery, chilled and frozen goods, household and health and beauty and water.

Bestway's Cash and Carry group managing director, Younus Sheikh presented the remaining winners with their awards of £1000 each and a certificate.

The comedian and impersonator, Jon Culshaw, with many BBC TV successful series' to his name provided the entertainment for the evening.

The full list of remaining category winners is as follows:

Category	Winner / Store
Soft Drinks Coca Cola GSK Red Bull Britvic Boost	Mr Hitesh Karsan Hathershaw Mini Market Oldham, Manchester
Water Nestlé Waters Convenience Store	Mr Rahil Ghouri Acacia Wines and Staple Hill, Bristol
Beer & Cider AB Inbev Molson Coors Scottish and Newcastle Gaymer Cider	Mr Mohammed Chaudrey Haunchwood Service Station Nuneaton
Wines & Spirits Constellation Wines Pernod Ricard Ernest & Julio Galio Diageo	Mr Pritpal Shur Booze Master Holbrooks, Coventry
Tobacco Imperial Tobacco	Mr Kulwant Singh Gora Gora Enterprises Stourbridge
Confectionery Nestle Confectionery Cadbury	Mr Mohammed Qureshi Polly Food and Wine Willesden, N West London
Crisps and Snacks KP PepsiCo Walkers	Mr Ibrahim Kara Emek Supermarket Tottenham, London
General Grocery & Pet Food Heinz Kellogg's Mars/Masterfoods Nestle Purina United Biscuits General Foods-Old El Paso	Mrs Jan Mapstone Valley View Fruit Store Powys, Cardiff, Wales
Household and Health & Beauty Procter & Gamble Kimberley Clark	Mr Victor Thavakuman 7 Days Convenience Stores Stoke Heath Coventry
Chilled and Frozen Birds Eye Muller Kepak	Mr Esref Ergisi Costcutter East London
OTC Medicines Patel Ceuta Healthcare Portsmouth, Hants	Mr Jitendra and Mrs Tupti Patel Best-one T&S News, Portsmouth, Hants



Lisa changes course, and becomes a master of retailing at Plymouth

Lisa Hajjiyanni (she's the lady wearing the white blouse above) was a letting agent looking for some office space when she spotted a shop that was up for sale, right in the centre of Plymouth university campus in 2008. She promptly bought the shop, set about changing it, and changed her life along with it!



Needless to say it's been a real education! Lisa has had to cope with learning the ropes of convenience store retailing, as well as getting to grips with the particular demands of a customer profile consisting of mostly students. With over 30,000 students at Plymouth University, that's a large pool of customers to draw on. Unfortunately most go home again at the end of each semester, which can create major problems for

stock ordering. When Lisa took over, the store was trading as a Costcutter member, and as part of her agreement she had to order a minimum of 220 cases per week. This meant she was being penalised for not keeping up her stock ordering quota outside of University term time. All that changed after Lisa visited her local Bestway depot and was introduced to the benefits of the group by Depot Manager Mark Bishop.

After 7 months of buying stock from the Bestway depot, Lisa took the plunge, became a Best-one store and, with the help of her hard-working staff, started to reap the rewards of the group's more flexible trading policies.

When we spoke to Lisa she was right in the middle of one her busiest times - party season (which for students means September until Christmas!). Trading for students means selling a

little and often, for most items and stocking plenty of alcohol and impulse lines for impromptu partying at all hours! Having a daily delivery is very handy indeed!

The store is open from 7.30am until 3am, which is a long day by anyone's standards. According to Lisa: "Yes, it's busy, but it's a fantastic challenge too - If the students want a snack at 3am, we're quite happy to sell it to them!"

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Thanks for the recommendation, cousin!



Jaz's refurbished store

When experienced independent retailer Jaz Thind was planning to extend and refurbish his store he decided the time was right to join a symbol group - the only question was, which one? After shopping around and looking at all the various options, a 5 minute conversation with his cousin Paps, a Best-one member, persuaded Jaz to join the group... and he's never looked back!



Right: Jaz with Alisa

When Jaz Thind bought his store in Bexleyheath the intention was always to extend the store and increase the range. Situated in a busy middle class commuter area, Jaz realised the store had bags of potential, with the backing of the right fascia group, so he didn't hesitate to contact Best-one after a tip-off from his cousin Paps. Best-one BDE Alisa Elliott takes up the story; "No

matter how good your presentation is to retailers, there's still nothing to beat a personal recommendation from an existing member - especially if its from someone in their own family! I'm really grateful to Paps for recommending us, and I'm delighted that it's worked out so well for Jaz. We handled the conversion to Best-one from planning right through to completion, including merchandising,

and it's been a fabulous success. The feedback from his customers has been amazing. Whenever I visit the store there are always people commenting on how different the store is these days - and what a pleasure it is to shop there - although one or two people did get a little confused, thinking they were in the wrong store! Turnover and profits are up too, which is of course the main objective.

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Bestway calls time on the Bricklayer's Arms



Mr Uzum with Best-one BDE Ron Smith

The regulars at the Bricklayers Arms may not have been too pleased but the rest of the community have been absolutely delighted since their local boozer became their local convenience store. It's all thanks to Mr Uzum from Chatham in Kent with the help of Best-one.

The Bricklayer's Arms in Chatham had been a public house for over 100 years before Mr Uzum converted it to a 1600 sq ft Best-one store. In recent years trade has been more and more challenging for the publicans, so it came as no surprise when the pub finally had to close. Mr Uzum, who is already an experienced retailer immediately spotted the opportunity to open the premises as a convenience store, despite the fact that

the area included several other stores including two Premier stores and a Co-op. According to BDE Ron Smith, Mr Uzum never had any doubts that the venture would be a success, thanks to his families, track record with Best-one. "Yes, the Uzum family have other shops in the area - all Best-one, and all very successful. The family are very close and all help each other to run their stores, a policy which is certainly paying dividends.



Find that boozer!

They may have called time on The Bricklayer's Arms, now that it's become a Best-one store, but there are still plenty to choose from if you fancy a Christmas tipples this year. How many pub names can you find in our classic boozer wordsearch?

There are 10 to find including three you've probably been inside (if only via your TV set!)

Answers

- Royal Oak
- Queen Vic
- Rovers Return
- Red Lion
- Woolpack
- Farmers arms
- Bulls Head
- Hare and Hounds
- Rose and Crown
- Rising Sun

Q	K	A	R	L	O	S	M	M	A	W	S	O	B
F	U	O	C	K	A	O	L	A	Y	O	R	S	J
N	R	U	T	E	R	S	R	E	V	O	R	D	S
O	O	A	S	R	E	K	I	M	X	L	P	N	M
A	S	H	N	Y	D	G	S	E	R	P	O	U	R
D	E	S	T	K	P	R	I	S	O	A	U	O	A
M	A	S	Q	U	E	E	N	V	I	C	N	H	S
O	N	E	U	U	T	D	G	I	O	K	D	D	R
T	D	O	H	E	E	L	S	C	O	O	N	N	E
I	C	R	A	S	E	I	U	O	L	O	D	A	M
O	R	W	C	O	L	O	N	O	I	L	D	E	R
N	O	I	F	O	L	L	E	S	L	I	E	R	A
O	W	N	C	R	O	W	U	O	Y	A	L	A	F
G	N	N	M	E	R	S	A	B	L	K	O	H	T

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* CTP 2009

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Goodbye to 2009, welcome 2010.

Phew! 2009 is almost over, and what a year! It seems like only yesterday we heard that a plane had successfully landed on the Hudson River in New York - amazingly that was back in January!! It seems we are over the worst of the recession, and despite the economic gloom of the past 12 months the Best-one brand goes from strength to strength. (See our front page story).

The Best-one seminars were well attended over the year with retailers coming along in droves to learn how to improve their businesses and make them more profitable. We look forward to seeing you at these popular events in 2010. We also had a few laughs in 2009 too, as one or two of our 2009 snapshots prove! (right)

Below we've included some important Best-one dates for your diary in 2010.

Bestway Retailer Seminar, Northern
Leeds Marriot Hotel - 13 and 14 May 2010

Bestway Retailer Seminar, Southern
Procter & Gamble, Weybridge, Surrey - 27 and 28 May 2010

The Bestway Retailer 2010 Awards
Grosvenor House, London. - 14 October 2010

The Best-one Annual Golf Day - 15 July 2010



PLUS, Remember these other important dates in 2010 which will provide opportunities for additional sales

Chinese New Year 14th February

Valentines Day, 14th February
for Chocolates, Flowers, Champagne

Shrove Tuesday, 16th February
for Pancakes and Maple Syrup

Mothers Day, 14th March
for Cards, Flowers and Chocolates

Hindu New Year, 16th March

Spring begins, 20th March

British Summertime begins 28th March
clocks change forwards

Easter Holiday Monday 3rd April

Early Spring Bank Holiday, 3rd May

Spring Bank Holiday, 31st May

Fathers Day, 20th June

Ramadan, 12th August - 10th September*

Jewish New Year, 9th September

Halloween and British Summer Time ends,
clocks change backwards, 31st October

Diwali and Bonfire Night, 5th November

Eid-UI-Adha, 3 days, 17th November*

* subject to moon sightings

And don't forget - football fans will be stocking up for the World Cup - 11th June - 11th July

Finally, Seasons Greetings
and a Happy and Prosperous New Year
to all our readers



The UK's No 1 Crisp & Snack brand*



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Walkers in the last 12 wks**

*Source: ACNielsen 52week ending 5th Sept 09 ** TNS Worldpanel 52wks Aug 09
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