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To whom it may concern

Thankyou for choosing Premier as your preferred fascia brand for your new store (EX Bargain Booze) on Central Drive in Blackpool.

As you are aware we are putting this store into our New Concept format which predominately includes concentrating more on the following rather than just alcohol and cigarettes.

1. Food To Go area including hot and cold food and coffee
2. Using local suppliers for fresh produce, eggs, bread and cakes.
3. Making your store different to the competitors by using Drop Shipment suppliers like American Candy and Gourmet Ready Meals.
4. Stocking the 600 core lines.
5. Using the latest technology from using Facebook to advertising screens and the new Premier app.

The location, time, money and effort you have put into setting this store will be a credit to yourself and the local community, creating jobs and offering support in local community charities.

We look forward to working with you on this journey into making the first Concept Store in Blackpool.

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# Talking Shop



The magazine for Premier retailers



## glimpse of the future

Meet the Hull retailers who are pioneering Premier's Store of the Future concept

PLUS

### World Cup

Make your store a winner this summer

### Responsible retailing

Respect your shoppers and reap the rewards

# Premier Store of the

# FUTURE

Talking Shop visits Premier's Store of the Future to see all of Premier's experience and expertise condensed into a truly breath-taking glimpse of next-generation independent retailing.

## Store CV:

Name: Premier  
 Victoria Dock, Hull  
 Retailers: Jatinder Singh Punian and Kuldeep Kaur Punian  
 Time as retailers: 15 years  
 Time in this store: 3 months  
 Size: 2,200sqft  
 Staff: 8  
 Services: licensed; Lottery; ATM; PlayPoint, My Hermes, hot food to go station; vaping station; Snow Shock slush machine  
 Nearest competition: Lidl and Asda under a mileaway  
 Trading hours: 6.30am - 10pm Mon to Sat, 8am - 10pm Sun



STORE OF THE FUTURE: Victoria Dock is Premier's vision for Store Of The Future.

**W**ith decades of unrivalled experience in helping independent retailers grow their footfall, sales and profits, it was a natural step for Premier to bring all that expertise to life in a Store of the Future. The concept was simple but required the participating retailer to give Premier free rein. Talking Shop visited the trailblazing store – Premier Victoria Dock in Hull – to see the vision become a reality.

Retailer Jatinder Singh Punian and wife Kuldeep Kaur Punian bought the store in October 2017. Jatinder intended a full refit of what had been a derelict building – but was intrigued when Premier proposed to use his store as a hotbed of innovation.

After renovations, the Store of the Future officially opened on February 16th. It takes all of Premier's best practice advice and

executes it to an very high standard, but in a way that other Premier retailers can learn from and replicate. It is a practical blueprint for the next evolution of the Premier brand.

The store's overall layout will be familiar to Premier retailers – but it is clear that Premier Victoria Dock is a turbo-charged version of the modern convenience store.

The flow of the store has been planned carefully with the first thing greeting shoppers a seated breakfast bar area complete with free charging points and wifi.

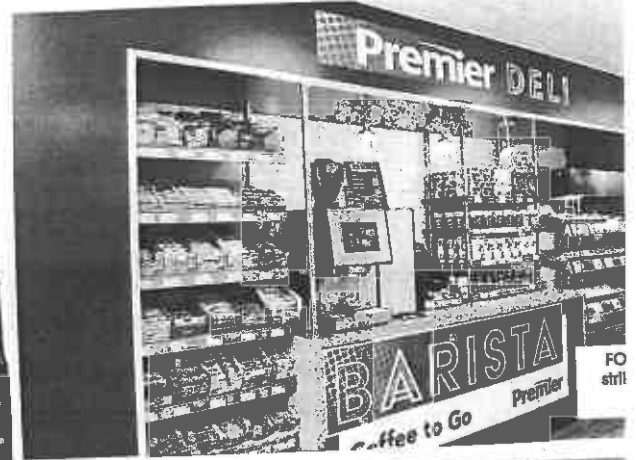
Shoppers progress into a comprehensive breakfast and lunch food to go zone that includes a 'goalpost' style food to go station complete with a self-serve Douwe Egberts coffee machine and a hot cabinet. The store is already selling 600 cups of coffee a week.

Soups and noodle pots can be prepared with the coffee machine's hot water, while cakes and sweet treats drive impulse sales.



PLUG IN: The breakfast bar and free wifi and power encourages shoppers to dwell.

## STORE PROFILE |



Across the aisle is a dedicated chiller for Premier's Meal For Tonight Meal Deals and a breakfast and lunch food to go chiller offering a strong range of fresh-made rolls, Snax To Go sandwiches, wraps and salads as well as soft drinks, yoghurts and confectionery. A lunch time Meal Deal helps drive basket spend from this chiller.

The entire store is split into dedicated shopping mission zones, and the food to go chilled lines are sited in the food to go zone – not, as in many stores, in the main chilled section.

'Less is more' is a clear guiding principle in the store. The grocery fixture has been trimmed to just six metres and includes only Core In Every Store lines. Similarly, the main confectionery fixture carries only a very tight range of countlines, with the emphasis on the larger format packs and multipacks currently driving growth. A new five metre kids confectionery section with self-serve slush machine adds appeal for younger shoppers while an American candy bay has been a huge hit.

Even soft drinks has been approached differently, with a reduced range of flavoured carbonates and a greater focus on waters and low and no sugar lines.

This trend towards healthier products explains dedicated 'free-from' and protein aisle ends, popular with local gym users. This section includes bulk 2kg tubs of whey protein and specialist high protein shakes.

Another noticeable strand of the store's strategy is a focus on local produce with everything from craft beers to cakes sourced from Yorkshire producers, often





**TIGHTER RANGE:** The grocery range has been trimmed back to core lines only.



**PRIME SPACE:** The tobacco gantry has been replaced with a premium spirits range.



**E-SALES:** The vape station is popular.



**FREE REIGN:** A free-from aisle end caters for specialist dietary requirements.



**FROZEN QUALITY:** The Gourmade range of premium frozen ready meals and desserts.



**TOP END:** A range of premium wines is displayed with style.



**MAKE AN OCCASION OF IT:** The store features a dedicated events fixture.



**GOING DIGITAL:** In-store screens highlight offers and local news.



**AN APP FOR THAT:** The store is helping to trial the new Premier app.

through Premier's Central Billing facility.

An eye-catching vape station behind the counter offers a full range of e-liquids and accessories, including the high end 'mods' popular with experienced vapers.

However shoppers won't see a tobacco gantry behind the till. Tobacco is stocked in drawers under the counter, freeing up the tillpoint for a range of high value spirits including 34 gins and an extensive range of fractionals.

The off licence section has distinct flooring and feature lighting solutions, and features an extensive range of national and regional craft ales as well as a large offering of wines.

Another great idea in the store is a dedicated section for seasonal activities and events.

The frozen section combines a pared-down range of fast-moving lines and features the Premier Frozen Meal Deals while a standalone Gourmade chest freezer carries a range of premium ready meals and desserts.

An active Facebook presence and loyalty club help keep shoppers engaged, while the store is also one of half a dozen trialling the new Premier app with the learnings helping to inform Premier's future strategies.

All in all, Joe has had the courage to take all of Premier's advice then ruthlessly distil the offer down to a range of products that will enjoy very high rates of sale and tap into the latest consumer trends. Victoria Dock is a store that sets new standards in modern day independent retailing and will provide great lessons for Premier retailers in the future.