



**NOEL KELLY,**  
president, CSNA

## URGENT: Compliance warning

The association is aware that a symbol group wholesaler has advised its franchisees of the likelihood of increased surveillance and compliance visits for sale of tobacco and alcohol over the next few weeks.

Whilst it is important to be ever-vigilant and responsible, you should take this opportunity to review your instructions to staff regarding the sale of all restricted

products (tobacco/alcohol/lottery) and in particular ensure that new staff are made familiar with your store's policy.

A note should be placed on file for each staff member duly advised. This can have a mitigatory effect in any subsequent discussion with compliance authorities to show that you acted responsibly and a prosecution may be avoided.



### Affinity Partner: Drohan Ryan Wynne & Company

Retailers nationwide are choosing Drohan Ryan Wynne & Company because the firm offers specialised retail-focused accountancy services, customised to suit each client's individual needs.

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Specialised retail accountancy knowledge and experience has

ensured Drohan Ryan Wynne & Company is the preferred accountancy and bookkeeping partner for the Convenience Stores and Newsagents Association of Ireland.

To find out about its extensive retail accountancy and bookkeeping services, contact one of the company's retail accountants today; call 052 612 3982 or email [retail@drw.ie](mailto:retail@drw.ie).

## On the right tracks in Doneraile

John Roche of Roche's Londis, Doneraile in Co. Cork, outlines how new concepts have driven business at their store which is at the heart of the local community

### How long are you in business?

We have been established here in Doneraile since 2001 and the premises was in my wife's family since 1966. My son Stephen is fourth-generation Roche and of course we would love to see him continue our business. However college beckons and no doubt there's some travelling to be done!

### How do you make people aware of your store?

We have strong family traditions in our community, we use all social media and the local print media is still important. With three weekly newspapers printed with a circulation of over 40,000 people, this form of advertising remains to the fore for our business.

### How do you link in with your community?

Our community work is well-documented, with our winning the annual national community awards for Londis. We successfully held the Jump for Joy last year with 32 people, a mix of customers and BWG head office staff doing a parachute jump and raising over €32,000 for Pieta House. This year we have the Climb

for Joy with Carrauntoohil MT in Kerry scheduled for 27 May; we hope to have 100 volunteers make the ascent.

### What have you done to change with the times?

With BWG they have introduced new concepts and full revamps with the Bia Blas deli concept being very successful along with the Seattle Coffee. We also have our own bakery which produces wonderful cakes and breads daily.

### How do you keep your staff motivated?

Our staff are very committed and loyal with the majority being with us since opening and we enjoy a wonderful working relationship with all.

### Can you tell us one benefit of being a member of the CSNA?

The Importance of being part of an organisation like the CSNA cannot be overstated, with over-regulation now being the norm in Ireland, following the whim of some elected politicians. We were facing financial ruin with the proposed Alcohol Bill



### MEMBER PROFILE:



**John Roche,**  
Roche's Londis,  
Doneraile, Co. Cork

Store size: 1,500 sq ft.  
Number of employees: 12

and its draconian proposals, but luckily the CSNA pulled out all the stops rallying and mobilising its members into action and is another example of people power; working together for the betterment of the organisation and us the members.

## Over to you...

Was love in the air across Ireland on 14 February past? CSNA members tell us how their Valentine's sales performed this year and the new ideas and innovations that set their cash registers a-flutter



**Marcella O'Neill,**  
Mace, Limerick City

This year we saw an increase in our sales. Something we tried this year that we never did before was selling single roses, we bought roses from a local florist in bulk and then separated and packaged them singly ourselves. This was a big hit with our customers. We also prepared hampers which included a soft teddy and a box of chocolates. We find that mid-week occasions are a bonus to our store as we are situated near the University of Limerick.



**Tom O'Toole,** Easons,  
Tipperary

Unfortunately, this year we had disappointing Valentines sales. This is down to the occasion being midweek; as we are in a shopping centre a lot of our business is Friday, Saturday and Sunday. What we did find to sell very well within the store was our Carte Blanche range which had a great selection for Valentines this year.



**Stephen Daly,**  
Happy Days, Galway

We found our sales to be steady this year for Valentines, they were not less than last year but on the other hand they had not increased. We sell everything from teddies, candles, frames, and chocolates for Valentines. We do not sell flowers, this year instead we sold candy flower bouquets. This sold very well within the store and is something that we will stock for next year.

## CSNA meets with National Lottery regulator

CSNA president Noel Kelly and CEO Vincent Jennings met with the Lottery regulator last month to represent the concerns of our members with regard to any attempts by the regulator with our customer base.

Welcoming the opportunity to receive retailers' perspectives, the regulator, Liam Sloyne, assured the CSNA that his remit was to ensure that the terms of the Lottery licence were adhered to, not re-invented. Mr Sloyne accepted the position as outlined by the association that retailers already act in a responsible fashion and agreed that there was no question of laws being broken by retailers at the moment with regard to conversations or verbal interaction between agents, their staff and the public using their services in members' stores.



**The National Lottery's regulator, Liam Sloyne, recently welcomed the chance to hear retailers' perspectives put forward by the CSNA**

## Save the date: CSNA AGM 2017

The 2017 CSNA AGM will be held on 30 May in Clontarf Castle, Dublin 3 - see next month's CSNA page in *ShelfLife* for further details. This is a day not to be missed; Pencil the date into your diaries!



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