

# MENZIES DISTRIBUTION BUSINESS UPDATE



29<sup>th</sup> November 2021

## 2021 CHRISTMAS PLANNING

As we approach the festive period, we have collated some information below which we hope you will find useful regarding our operational plans and assist in successful Christmas trade.

We will continue to update our systems with store closure details over the festive period. If you haven't already provided us with this information, or become aware of any late changes, please contact your Account Manager in the first instance.

### KEY DATES

DATE	CUSTOMER SERVICE CENTRE		LIVE NEWS DELIVERY	NEWS/MAGS RETURNS COLLECTION
	OPENING TIME	CLOSING TIME		
Friday 24 December	6.00am	3.00pm	Yes	Yes
Saturday 25 December	<b>CLOSED</b>	<b>CLOSED</b>	No	No
Sunday 26 December	6.00am	12.00pm	Yes	Yes
Monday 27 December	6.00am	3.00pm	Yes	Yes
Tuesday 28 December	6.00am	5.00pm	Yes	Yes
Wednesday 29 December	6.00am	5.00pm	Yes	Yes
Thursday 30 December	6.00am	5.00pm	Yes	Yes
Friday 31 December	6.00am	3.00pm	Yes	Yes
Saturday 1 January	6.00am	12.00pm	Yes	Yes
Sunday 2 January	6.00am	12.00pm	Yes	Yes
Monday 3 January	6.00am	3.00pm	Yes	Yes
Tuesday 4 January	6.00am	5.00pm	Yes	Yes

Our i-Menzies online service will be available 24h daily across the festive period.

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## CHRISTMAS TV LISTINGS

### SALES BASED REPLENISHMENT

For customers providing us with EPoS data, we will be applying SBR to all Christmas double issues. Replenishments based on EPoS sales data will commence from w/c 6 December and onwards during the on sale period of the double issues.

Stock will be protected for our SBR customers who have contributed to the stock pool for the initial on sale period.

### PULL FORWARD SCHEDULE

We have received the schedule for the TV Listings on sale dates and pull forward schedule advised by publishers – please see the below table.

ISSUE DATE	ON SALE DATE	OFF SALE DATE	NO. DAYS ON SALE
27 November - 3 December	23 November	30 November	7
4 December - 10 December	27 November	7 December	10
11 December - 17 December	2 December	14 December	12
18 December - 31 December	7 December	29 December	22
<i>Christmas Double Issue</i>			
1 January - 7 January	23 December	4 January	12

Weeks included represent 'pull forward' weeks when issues go on sale on days other than the regular Tuesday, and more than one issue will be on sale at any one time. The first pull forward issue goes on sale Saturday 27 November.

For both the Christmas Double issue and pull forward issues, product will commence being delivered as product becomes available into our branch network.



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### FESTIVE NEWSPAPER ALLOCATIONS PLANNING

With the festive season fast approaching, our newspaper allocation team are well advanced in their planning and preparation of newspaper allocations over the period. As a key part of the allocation process, sales pattern theories will be applied taking into consideration key details.

### CHRISTMAS SALES MOVEMENT THEORY

- ◆ Year on year sales pattern changes effecting Christmas Eve, Boxing Day, New Year's Eve and New Year's Day are being considered and factored in to allocation rules.
- ◆ There will be a late breakup for school holidays across UK – last day 23 or 24 December across most regions
- ◆ Consumer travel plans will be dictated by the above point – PFS's are expected to be busy from 20 - 24 December and again from 27 - 31 December, with a further peak on 2 January.
- ◆ Weekend 18 - 19 December will be busy and will see non-perishable shopping peak, followed by 23 - 24 December predicted to be busy, with the majority of fresh purchases made prior to Christmas Day.
- ◆ Football fixture list includes matches on Boxing Day (26 December), 27 December, 28 December, 29 December, 30 December, New Year's Day (1 January), 2 January and 3 January.
- ◆ Workers are likely to take advantage of the three-day week during w/c 27 December to take holidays.
- ◆ New Year's Day patterns will vary to last year, with New Year's Day falling on a Saturday this year.

### PUBLISHING FREQUENCY CHANGES

Title specific allocation plans will be utilised in conjunction with publishers to ensure customer demand is matched. In addition, the Financial Times will not be publishing on:

- ◆ 25 December
- ◆ 27 December
- ◆ 28 December
- ◆ 1 January
- ◆ 3 January

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There will be no Herald on Sunday and no Sunday National i/d 26 December, and no National or Glasgow Evening Times i/d 1 January.

The i-Daily weekend edition will be on sale from 24 December to 26 December.

Regional titles will be largely unaffected by any on sale date changes due to days of week that the holidays fall upon this year.

We are expecting a heavier distribution weekend on 11 - 12 December as newspaper publishers include 'Double Xmas TV Listings' supplements, which is likely to result in increased volumes and size of bundles of supplements being delivered to stores on those days.

### **NEWSPAPER ALLOCATION AMENDS**

Newspaper alterations for titles on sale up to and including issue dated 29 December will be accepted until 20 December at 5pm, and should be made either on i-Menzies or through our Customer Service Centre.

Alterations for newspaper titles on sale New Year week, up to issue dated 4 January, will be accepted until 28 December at 5pm.

### **CHRISTMAS/NEW YEAR NEWSPAPER CREDIT DEADLINE CHANGES**

- ◆ Sales for w/e 19 December - No change
- ◆ Sales for w/e 26 December - One day extension
- ◆ Sales for w/e 2 January - One day extension
- ◆ Sales for w/e 9 January - No change

Finally, we'd like to take this opportunity to send you and all your colleagues very best wishes from us all at Menzie's Distribution for a happy and successful festive period.

