

# NFRN

*'Representing Leading News & Convenience Retailers'*

Press Release

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## NFRN & Booker Deal Gets Off to Flying Start

The NFRN's major new trading agreement with leading wholesaler Booker has got off to a flying start, it was revealed today.

Figures for the first quarter show an impressive increase in members' turnover through Booker, which is up by over 6%. NFRN members have benefited from a raft of offers and initiatives since the relationship got underway in January this year.

These have included a £50 voucher for members not currently registered with Booker, a £50 voucher for new members, a free case of Euro Shopper Energy Drink voucher for all members and an on going in-branch programme of events for members. Similar exclusive deals are planned throughout the year.

Commenting on the performance, National President Naresh Purohit said: "When we signed this agreement we believed that it would be of huge benefit to members and we are delighted that this has shown to be the case.

"In the current economic climate there has been a real move from customers to shop locally and we believe that by working with Booker we can give our members a complete support package to enable them to capitalise on this trend."

NFRN Head of Marketing and Business Development Graeme Collins added "NFRN members can use Booker branches or can take advantage of their delivered service. The company also backs members with promotional support, retail development help and a symbol group package. It recently unveiled a new store format, Premier Express, for outlets between 500 and 800 sq ft which is particularly relevant to NFRN members, while its Best Sellers brochure, identifying the top 500 fastest selling lines across all key categories, is an invaluable aid to independent retailers as it ensures they are stocking the right lines to maximise sales and profits. The Euro Shopper range, which features in the top 500, has been particularly successful for members enabling them to offer their customers outstanding value, whilst maintaining a high margin".

Steve Fox, Sales Director – Retail, Booker said: “We are delighted that this important new relationship with the NFRN has got off to such a good start. The NFRN provide a very strong range of services and support to help independent news and convenience retailers and we are very pleased to be part of it.

“I would encourage all NFRN members to take a fresh look at Booker as I believe Booker offers the best package to increase both sales and profits for independent retailers.”

Ends

For further information contact Anne Bingham, Communications Manager on 07879 646842