



The beer cave has space for 300 cases of alcohol, while an automatic door means the room maintains a chilled temperature

ALCOHOL

Exploring the beer cave

One area of the store that Justin is particularly proud of is the Heineken beer cave.

The 'cave' is actually a walk in chilled room that offers an extensive alcohol range from beers, ciders, spirits and wines with space for 300 cases of alcohol. An automatic door means the room maintains its chilly temperature and the Heineken-branded room has a light on the ceiling that projects images on the ground including the Heineken logo.

Justin says: "There is a big demand for alcohol products in the store and customers want cold beer to take away and enjoy as soon as they get through

the door at home to watch the football or whatever it is.

"But traditional chillers can't offer this much space or the capability to keep them all cold, so this added beer cave is great - not only does it impress the customers when they come in, it also gives them just what they want."

Justin even uses the chilled room to set-up engaging promotional table displays. One particularly popular display was a Subbuteo table football table set up for customers to play with while they browsed - building excitement ahead of Euro 2016 earlier in the summer.

← more multi-packs and large bottles of soft drinks. This ties in with the store's 'big brands and big value' message, reflected in the store's 17 promotional bays.

Wherever you look in this eye-catching Premier store it is obvious that the design has been planned innovatively from start to finish. There is a table top freezer that can be changed to a fridge on demand in the middle of the store that is used to promote meal ideas and special promotions. One offer

on frozen chicken dippers saw Justin sell 14 cases in just two weeks, compared to the three or four he would usually get through in the same period.

The store has a five-metre-long chilled and dairy section and runs cross promotions on frozen and chilled products to inspire customers to match items up to make a meal for tonight. In just shy of one year, MJ's has grown sales of frozen by a healthy 44%.

One of the store's other success stories has

been the introduction of its designated 'Kids Zone'. With a self-service slushy machine that makes 70% margin and several deals on confectionery in one location, school children are often seen populating the space. After the slushy machine's triumph, Justin is considering offering either an ice cream or milkshake self-service solution.

Justin credits Booker with helping him to maximise the store's potential. He says: "The support from Booker has been amazing, from help with merchandising the store to expert advice. I don't think retailers could survive without being a part of a symbol group today, the support and guidance they provide is invaluable."

As far as the future goes, he is not resting on his laurels and aims to continually adapt the shop and its offer. "There won't be any structural changes for quite some time, but the store is re-merchandised on a bi-weekly basis and I am sure we will continue to re-merchandise extensively in the future in order to keep up with consumer trends," he says. "We are looking to evolve all the time."

From having a clear understanding of what his customers want and a clear policy on delivering it, Justin has definitely provided the local community of Royton with a convenience store to be proud of. ●

Want more retailer profiles?

→ Head to the 'stores' tab on our website, www.conveniencestore.co.uk

SECURITY

Safe and secure



Thieves looking to make off with goods from MJ's Premier can certainly think again, because Justin's store has some of the tightest security measures around.

To start with, the store has a total of 26 CCTV cameras dotted in and outside the store, including a high spec camera externally and one in the store's chilled beer cave. The high spec camera system is able to

zoom in on the finest of details, making the identification of criminals a straightforward task.

Each staff member also possesses a panic button on a specially designed wristband. When activated, a deafening master blaster sound system is set off and a smoke machine is deployed that covers the entire store with a thick fog in a matter of seconds to startle thieves.