

27 JUNE 2026

The Grocer Guide to...

The
Grocer

Franchise & fascia



Analysis

Under pressure

With the challenges mounting up, convenience groups are looking to data-led insights to help them support their retailers and ride out the storm

➔ The convenience market has seen considerable pressure over the past year, facing a perfect storm of challenges, including higher operational costs and business rates, as well as a surge in shoplifting, and regulatory issues such as the ban on single-use vapes and the high in fat, salt and sugar (HFSS) legislation.

At the same time, the multiples have been moving in on the high street, creating additional competition and, according to IGD, now account for a 25.4% share of the channel, taking share in the food-to-go and convenience spend¹. IGD estimates the market to have reached £49.2bn during 2025, with a forecast development of £26.2bn by 2030. However, Mintel rates the market at a higher figure than that – £54bn in 2025, with a forecast growth to £61.8bn by 2030², noting that the convenience

store sector has “a near universal reach, with 88% of consumers, rising to 96% of 16- to 34-year-olds shopping in the sector”.

An article in The Grocer’s sister magazine, Convenience Store, earlier this year³ pointed to convenience retailers reaching ‘breaking point’ as margins are eroded, the cost of goods and wages inflates, and the ongoing downturn in high street retailing takes its toll on local community shopping.

So where can the bigger franchise & fascia operators go from here? As the market changes, operators are pivoting to new channels for growth, putting faith in increased data insights to inform development. Several convenience retail groups have shown distinct interest in the forecourt sector, with the likes of Booker Group confirming that forecourt retailing

“remains a major growth driver” for the company, according to retail managing director Colm Johnson. “More than 50% of Londis stores now operate as forecourts, making it the UK’s largest forecourt partner,” he says. “Budgens has also seen strong recruitment in roadside and travel locations.”

At Parfett’s, meanwhile, joint managing director Guy Swindell points to forecourts as “a clear opportunity, particularly through [Parfett’s fascia] Shop & Go, where operators are focused on impulse, food-to-go and licensed categories”.

Over and above this development, the larger symbol groups continue to exercise their competitive sets keenly; while recruiting new independent stores remains important, stealing an advantage over other operators by wooing their adherents to switch to a



Contents

Analysis	3
Convenience retailers in 2026 are under even greater pressure than ever before, faced with a host of challenges that include higher operational costs, regulatory pressure and increasing competition from the multiples. However, undaunted, they are placing their faith in more detailed data insights to inform how they protect margins, meet evolving shopper expectations, and serve local communities even more efficiently.	
best-one	8
Showing why it is the right fit for independent retailers	
Booker Group	10
Revealing clearer differentiation between its fascias	
Costcutter	12
Creating partnerships that strengthen retailer opportunity	
Parfetti's	14
Setting out its ambitions for growth across the year ahead	

This supplement to The Grocer was published by:
 William Reed Ltd, Broadfield Park, Crawley, West
 Sussex RH11 9RT. TEL: 01293 613400
EDITOR: Ellie Woollven
DESIGNER: Nick Figgins
PRINTERS: Walstead Peterborough
 © William Reed Ltd, 2026

new franchise is also key to ensuring their estates remain in growth and vibrant.

Of course, as IGD senior retail analyst Patrick Mitchell Fox points out, the convenience sector's strength also lies in its responsiveness, "whether through embracing health, indulgence or automation, and its willingness to innovate in line with evolving shopper needs". So, staying ahead of shifting consumer trends is clearly an area where investment for convenience retailers is going to pay longer-term dividends.

Category pressures

Regulatory pressure across convenience retail, particularly in the tobacco, vaping and HFSS-related categories, has continued to have a major impact on the industry, and

operators are focusing on supporting their retailers in this regard.

At Booker, significant attention has been placed on preparing retailers for disposable vape legislation and wider compliance requirements, says Johnson. This includes updated point-of-sale (POS) materials, category guidance, compliant alternative ranges and operational support via its retail development managers and category teams. "The focus has been on minimising disruption while helping retailers maintain responsible category management and strong returns," he explains.

Meanwhile, with HFSS continuing to shape ranging, merchandising and promotional activity, the group has worked with retailers to help them adapt store layouts, promotional execution and category planning,

in line with the new regulations. "A key part of this support has been staying closely aligned with guidance from the Association of Convenience Stores (ACS), using its Assured Advice resources and ongoing regulatory updates, to help retailers understand and implement the latest HFSS requirements," he says. This has included ensuring retailers remain informed on everything from compliant promotional mechanics and placement restrictions to the treatment of meal deals and impulse categories, he adds, noting: "As legislation continues to evolve, retailers are increasingly relying on supplier partnerships, data insight and operational guidance to adapt effectively... helping stores remain compliant while maintaining sales performance and shopper engagement."

Analysis

Regulatory change has remained a constant pressure, particularly across vaping and HFSS agrees Parfett's Swindell. Parfett's has taken a structured approach, using its Go for Growth digital platform to provide clearer guidance on compliant ranging, merchandising and promotional activity, he says. "HFSS has required a rethink of space and promotional mechanics, with greater emphasis on compliant categories and disciplined layouts. Meanwhile, in vaping, this means focusing on trusted supply, simplified ranges and a strong in-store execution.

"The overall impact has been manageable, but it has reinforced the need for clarity," he adds. "Go for Growth plays a central role here, giving retailers practical, data-led advice on what to stock, how to display it, and where to focus to protect sales while staying compliant."

For Bestway, the company's specialised Retail Tobacco Club at best-one is designed to help retailers drive footfall and profit margin on key smoking categories through competitive wholesale pricing and dedicated promotions on leading cigarette and rolling tobacco brands. Meanwhile, at Costcutter, a new multi-year partnership between Co-op Wholesale and Costcutter Supermarkets Group (CSG) aims to unlock greater value for independent retailers by upweighting promotions to drive shopper footfall and loyalty.

Value and insight

All of that said, the cost-of-living crisis continues to shape shopper behaviour, with value remaining the primary driver across core categories, says Parfett's Swindell. "Parfett's supports this through a strong base of own-brand and price-marked packs (PMPs), ensuring retailers can compete on price where it matters most," he notes. "At the same time, Go for Growth helps identify opportunities to trade shoppers up, using data to highlight where premium lines can perform without compromising value perception. This includes areas such as premium soft drinks, craft alcohol, and food-to-go. The strategy is straightforward: get the basics right, then use insight to build incremental spend," he adds. "Retailers who strike that balance are seeing stronger basket values."



Value remains central to shopper behaviour with consumers continuing to look carefully, at pricing, promotions and affordability, says Booker's Johnson. "But importantly, they still want choice and quality alongside value."

While PMPs are key to value perception and shopper trust and continue to play an important role in convenience retail, particularly during ongoing cost-of-living pressures,

"local loyalty is being driven by much more than simply price", he notes. "Retailers are increasingly succeeding by understanding the needs of their communities and tailoring their offer accordingly."

As a result, Booker combines strong value execution with increasingly data-led ranging and localisation, he reveals. "Insight from retailer forums, field teams and external research helps shape category planning, food-to-go

Focus on mission-based strategies

One area where all fascia groups seem aligned is that shoppers have become more mission-based in their habits, with food-to-go and food-for-later at the centre of this development. As such, they have looked to develop formats more aligned to serving those needs.

At Parfett's for example, the company has seen further rollout of its Go Local Extra for larger, food-led stores, while its Shop & Go fascia targets high-footfall transient locations such as forecourts and transport hubs, explains Swindell. In addition, the company's own brand has been expanded to more than 250 lines, giving retailers greater control over pricing in everyday categories, he says. "Over the next six months, the focus will be on strengthening food-to-go and chilled offers, while further embedding [the] Go for Growth [digital platform]

to ensure more consistent execution and a simpler, more joined-up approach to running stores."

Range development at Parfett's is closely aligned with shopper missions, particularly food-to-go, meal deals and snacking, which continue to drive growth, reveals Swindell. "This is especially evident in urban locations and forecourts," he says.

Booker's Johnson believes that, with consumer behaviour far more mission-based, shoppers are looking for convenience, freshness, 'food for now', meal solutions and local relevance alongside value.

"This has driven growth in chilled, fresh, frozen and

food-to-go categories, alongside locally tailored ranges that reflect different demographics and communities," he says. "Stores such as Premier Queen Street in Sheffield demonstrate how localisation can drive engagement, with targeted world foods, student-focused ranges and modern food-to-go offers tailored specifically to the local catchment.

"Health-conscious and convenience-led purchasing continues to grow, driving investment into chilled meal solutions, healthier snacking, fresh produce, premium ready-to-eat options and high-protein and functional food ranges," he adds. "Booker has also seen continued growth in low- and no-alcohol categories, reflecting increasing consumer demand for moderation, wellness and lifestyle-led purchasing choices. Food-to-go has been a particularly important area of focus, with

stores increasingly incorporating coffee partnerships, hot food counters, bakery zones and meal deal propositions."

In terms of fascias, Premier has expanded its small-format, high-density convenience model, designed to maximise profitability in compact footprints while still incorporating chilled, frozen, food-to-go and drinks solutions, says Johnson. "The business has also accelerated the rollout of beer caves and soft drinks caves, helping retailers reduce energy use and labour while improving the shopper experience," he adds.

At Londis, meanwhile, the story is different, with strong value-led ranges, food-to-go solutions and operational support designed to maximise convenience missions, while Budgens has focused increasingly on strengthening its premium fresh positioning, expanding health-led, chilled and meal solutions ranges.

“Health-conscious and convenience-led purchasing continues to grow driving investment into different areas”

development and shopper missions across the estate," he says.

Parfett's Swindell agrees that while PMPs remain important, particularly in impulse and tobacco alternatives, they are no longer effective on their own. "The shift is towards data-led ranging," he says. "Our Go for Growth platform is central to this approach, combining EPOS data, category insight and supplier input to help retailers understand what sells locally and

where gaps exist. It gives clear direction on best-sellers, core ranges and merchandising standards, allowing retailers to move beyond guesswork. The strongest stores are those that use these insights to tailor their offer to local demand, rather than relying solely on national promotions."

"Health and wellness is growing, but value remains the overriding factor," adds Swindell. The company's digital platform helps retailers prioritise the

right mix of products for both 'food for now' and 'food for later' missions, he says. "It provides clear guidance on what to stock, how to space categories and where to focus to maximise return. The aim is not to overcomplicate ranges, but to ensure stores are relevant, efficient and commercially sound."

Community connection is also increasingly important, says Booker's Johnson. "Independent retailers

Analysis

that support schools, charities, foodbanks and local initiatives continue to build stronger loyalty and repeat footfall,” he notes. “Booker’s symbol retailers remain deeply embedded in their communities, and that local authenticity is still one of the independent sector’s greatest advantages.”

Digital and delivery solutions

At Parfets, the launch of its data-led Go for Growth platform has contributed to the steady influx of independent retailers joining Go Local, says Swindell. “The platform is designed to help retailers improve ranging, simplify ordering and drive margin,” he says. “Technology is playing more of a central role and the platform brings together data, insight and AI-driven tools to improve decision-making at store level. This includes AI-powered shelf analysis, identifying gaps, compliance issues and missed sales opportunities, and feeding those insights back to both retailers and suppliers.

“The benefit is practical: better availability, improved ranging and stronger in-store execution. By integrating this into the ordering process, retailers can act quickly without adding complexity. The return is clear: higher sales, better margins and more efficient store operations.”

Technology investment is increasingly critical in helping independent retailers improve efficiency, reduce costs and remain competitive, observes Booker’s Johnson. “Booker has continued investing across digital retail, delivery capability, operational simplification and security innovation throughout 2026,” he says. One of the business’ most important technology investments is Scoot, which helps retailers access rapid grocery delivery while maintaining control over pricing, promotions and customer experience, he notes. Scoot is now live in more than 400 stores nationwide, with some participating retailers generating average weekly sales uplifts of around £1700-£2500 a week. “Around 80% of Scoot users are reportedly new customers to the participating stores, making the platform an important acquisition tool as well as a sales driver,” he adds.

Booker has also invested heavily



in digital ordering platforms, smarter merchandising tools, enhanced reporting and EPoS integration.

When it comes to crime prevention and shrinkage, Booker is working closely with Retail AI on innovative AI-powered security technology within its Added Value Service package, he adds. “Trials are already under way in selected stores, with broader rollout being explored as part of the company’s wider retail support package,” he reveals.

Meanwhile, electronic shelf-edge

labels, self-service tills, AI-driven analytics and operational dashboards are all technologies increasingly being adopted by retailers and delivering measurable returns through labour saving, improved price accuracy, reduced waste and enhanced operational efficiency. “In many cases, the technology is helping independent retailers operate with the sophistication of larger multiples while retaining the flexibility and community focus that define convenience retail,” he maintains.

Digital capability is also feeding into improved home delivery services. Parfets has focused on making home delivery work alongside the core store offer, rather than as a bolt-on. Its digital platform supports this by ensuring ranges are right, availability is consistent and pricing is competitive across both channels, says Swindell. “More retailers now see delivery as part of their core model. The next step

“Technology is playing more of a central role and our platform brings together data, insight and AI-driven tools to improve decision-making at store level”

Keenly contested estate development

While they continue to grow their local community stores, convenience retailers are also focusing on the potential in the forecourt arena, particularly as electric vehicle (EV) charging creates longer dwell times for consumers at these locations.

In the meantime, their competitive set on the high street is as fierce as ever, with differing strategies on how to attract independent retailers to their groups.

Among Booker's symbol estate, Premier surpassed the milestone of 5,000 stores last year, welcoming more than 500 new retailers in 12 months alone, reports

Johnson, while Londis recruited 190 new stores, with around 80% converting from competitor fascias. "Budgens also continues to grow, increasing its estate to more than 450 stores and expanding particularly strongly in the forecourt sector," he notes.

The group expects continued expansion across all fascias in the year ahead, supported by strong retailer demand for scalable business models, operational support and digital capability, adds Johnson. "Growth is expected to come from both traditional convenience retail and forecourt

development, as well as increasing adoption of services such as home delivery, food-to-go formats and modernised fresh offers," he says.

Parfett's is nearing 2,000 stores, having built strong momentum across the past year, according to Swindell. "National expansion is driven by the opening of the Southampton depot, extending our reach across the south coast, as well as a growing base in Scotland," he says. "The outlook remains positive, with further expansion expected as retailers prioritise margin protection, simplicity and better decision-making tools."

Bestway Group has nearly 3,000 symbol and franchise stores operating under the group's fascias of best-one, Costcutter, Bargain Booze and Wine Rack. According to The Grocerⁱ, best-one grew its store numbers to 1,744 in 2025, up from 1,656 in 2024, while Costcutter dropped back slightly from 1,464 stores in 2024 to 1,450 in 2025. The company marked its 50th anniversary last year, with a year-long celebration that included promotional campaigns to drive footfall, and says it will continue to support its retailers in their profit margins and in stocking the right ranges across 2026.

is better integration, so that ordering, ranging and fulfilment work together without adding cost or complexity," he says.

Booker has also invested heavily in Scoot's platform and functionality updates to improve the retailer and consumer experience and streamline ordering journeys, adds Johnson. In addition, the integration with Just Eat has significantly expanded delivery capability by giving retailers access to a professional courier infrastructure, without needing to manage their own fleets. The company is now exploring additional third-party integrations, enhanced analytics, supplier advertising functionality, improved search capability and more sophisticated consumer engagement tools, he says.

"Looking ahead the focus will be on continued rollout across symbol stores and forecourts, further app development and helping more retailers

unlock incremental growth through digital convenience and rapid delivery," he adds.

The outlook in 2026

The challenges retailers are tackling across the year will continue to be impacted by both government policy and consumers remaining conservative in their spending habits. So, they will have to remain agile and forward-thinking in their approach to stay competitive and profitable.

Independent retailers continue to face pressure from wage inflation, energy costs, compliance requirements, retail crime and broader economic uncertainty, while consumers remain highly focused on affordability, says Booker's Johnson. "The challenge will be protecting profitability without compromising service, quality or investment," he says. "At the same time, retailers are having to adapt quickly to evolving shopper

expectations around convenience, digital engagement, food-to-go and delivery. Those who succeed will be the businesses that combine operational efficiency with strong local relevance and community connection."

Margin pressure remains the single biggest challenge through 2026, believes Parfett's Swindell. "Costs are high, regulation is ongoing, and competition is intense," he says. "Retailers need clarity and consistency, not more noise. In a market where many are adding layers of complexity, the focus at Parfett's remains on doing the basics properly and giving retailers the tools to run more profitable stores."

Sources

- ¹ www.igd.com/articles/uk-convenience-market-delivers-resilient-growth/71787
 - ² <https://store.mintel.com/report/uk-convenience-stores-market-report>
 - ³ www.conveniencestore.co.uk/news/its-breaking-point-retailers-speak-of-the-pressures-facing-them-in-2026/713768.article
- Estate growth**
ⁱ www.thegrocer.co.uk/analysis-and-features/franchise-and-fascia-report-2026-the-numbers-behind-the-storefronts/714372.article

Creating the right fit for independents

DETAILS

best-one

(part of Bestway Retail)
Harvest Mills
Common Road
Dunnington
York YO19 5RY
t: 01270 843100

KEY CONTACTS

Alex Walker
New Business
Controller North
t: 07885 200033

Jo Howard
New Business
Controller South
t: 07935 755813

KEY BRANDS

best-one
Costcutter
Bargain Booze
Wine Rack

Bestway is a family-owned and run symbol group business, establishing its first convenience retail store in 1963. From then, the business expanded into wholesale after identifying the need for convenience retailers to have access to better wholesale prices – a trailblazer then, and still true today.

Bestway Retail continues to work collaboratively with its suppliers, looking for opportunities to thrive as a business and support its retailers in improving profit margins, stocking the right range and providing great value, it says. The company brings retailers and consumers impactful and engaging group-wide NPDs, launched across both its retail fascias and wholesale depots, to help its accounts drive further incremental sales from innovation, based on consumer market trends.

best-one retailers can benefit from the business' recently refreshed and simplified 'My Rewards' rebates, offering retailers up to 5% back on spend, which can be used to invest in store development. Meanwhile, its Retail Tobacco Club offers retailers the opportunity to drive footfall through their tobacco sales. Retailers are also provided with ways of growing their sales with both direct-to-store suppliers, and last mile delivery partners.

best-one growth

With £0 membership costs, best-one store numbers have increased in the last 12 months. Both new and re-fitted stores are supported to get the best start with a marketing launch package, featuring 'on the day' assistance and online support to make their stores more visible to consumers online.



“best-one retailers can benefit from the business' recently refreshed and simplified 'My Rewards' rebates, offering retailers up to 5% back on spend, which can be used to invest in store development”

This year, retailers are benefiting from 13 x four-weekly promotional periods. All stores are provided with a comprehensive point-of-sale (POS) kit, which includes window posters, shelf talkers, stack cards and shelf-edge labels, as well as an implementation guide to support every promotional period. Retailers also receive a separate promotional offers booklet ahead of their POS kit arriving, and are eligible to receive up to 2,000 consumer leaflets, sent directly to their stores.

In addition, retailers have access to the best-one Vault – a portal that provides additional POS, uniform, hardware, and miscellaneous sales aids. Other digital services include an industry-leading B2B website for ordering, a focused B2C website for promotions and marketing, and access to both a collect and delivered service through Bestway's National depot network. This drives delivery efficiency, maximising loads and routes to pass on better value to retailers.

In the field, a dedicated business development manager (BDM) team can identify the right model and format for retailers to maximise their profits based on store proposition, supporting business plans for every type of outlet. Plus, a team of category managers and range planners work with market insights to determine the best product ranges by subcategory and store size, to help retailers maximise their sales, profit and footfall.

Bestway Retail has the right offer for you.



best-one

More retailers can see we're the right choice for them

“When a store nearby became available, I instantly wanted a second *best-one* fascia and planned a complete development. My second store has now been refitted to the latest specifications and early feedback from local customers has been fantastic!”

Muhammad Naseem, *best-one*, Dundee



Exclusive award-winning own label range



Rebates of up to 5% available



Competitive wholesale apricing



Store development co-investment funding available



Costcutter[®]

Championing and supporting independent retailers for over 35 years

“If you want your store to stand out from the others then you really need to consider the Costcutter brand. The support offered from Costcutter is superior than the other competitor symbol brands out there.”

Nitish Malhan, Costcutter, Plymouth



Access to over 2,000 Co-op own label products



Rebates of up to 6% available



Market leading fresh offer



Store development co-investment funding available



Bargain Booze

An unrivalled and compelling off-licence offering

“For me, joining Bargain Booze wasn't just about opening a store, it was about building a strong, sustainable business with a brand that genuinely supports its retailers. A proven reputation, robust buying power, dedicated field support – I made the right choice!”

Janakan, Bargain Booze, St Helens



Access to best in class alcohol range



Rebates of up to 4% available



Leading promotional offers every 4 weeks

Ready to Grow?

Open more stores with help from our New Business Team.

North: WhatsApp Alex: 07885 200033

South: WhatsApp Jo: 07935 755813

Start your message with TG26

Let's make it happen!



Or Scan here to get in touch

Building clear retailer support

DETAILS

Booker Group
Equity House
Irthlingborough Road
Wellingborough
Northants NN8 1LT
t: 0808 178 644

KEY CONTACTS

Colm Johnson
Retail Managing Director

KEY FASCIAS

Premier
Londis
Budgens

Booker expects continued expansion across Premier, Londis and Budgens over the next year, supported by growth in food-to-go, forecourt retailing, rapid delivery and fresh convenience. The business also plans to continue investing in retailer technology, digital capability, sustainability initiatives and operational efficiency, while maintaining its focus on helping independent retailers compete effectively in an increasingly dynamic convenience market. Looking ahead to 2026 and beyond, Booker's ambition remains centred on supporting independent retailers through choice, value, innovation and service.

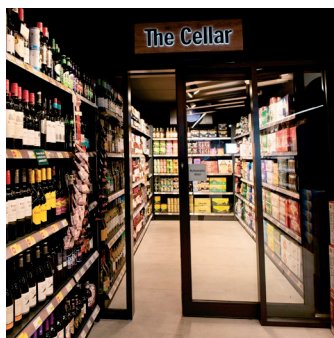
Booker has spent the past year strengthening its symbol proposition by creating a more joined-up approach across the Premier, Londis and Budgens teams, while sharpening the individual identity of each fascia to help retailers choose the model best suited to their business, location and customer base.

Retail managing director Colm Johnson says the strategy combines Booker's scale, service and operational support, with clearer differentiation between fascias and stronger retailer guidance. "We've worked hard to make sure each of our symbol brands has a distinct role in the market while still benefiting from the wider strength of Booker," he says. "Retailers want clarity around what each fascia stands for, and the reassurance of strong operational support, value and flexibility."

Premier continues to lead Booker's community convenience proposition, focused on value, accessibility and neighbourhood retailing. "Having surpassed 5,000 stores nationwide, Premier remains attractive to independent retailers through its low-cost operating model," notes Johnson. "This includes every day low pricing (EDLP) campaigns, mega deals and strong local community focus. Booker has also continued investing in compact high-density formats, fresh and chilled ranges, and labour-saving initiatives such as beer caves and soft drinks caves to help retailers improve efficiency and profitability."

Londis has further strengthened its position within forecourt and high-footfall convenience retailing. With more than 50% of Londis stores operating as forecourts, Booker has continued investing in food-to-go and the Londis 'Store of the Future' programme, which now spans more than 350 stores. Enhanced layouts, upgraded food-to-go zones and modernised merchandising help reinforce Londis as Booker's leading fascia for on-the-go.

Budgens, meanwhile, has continued evolving as Booker's more premium and artisan-inspired fascia. The rebrand places greater emphasis on



Clockwise from top left: Londis has strengthened its forecourts; Premier (outside and in-store) leads on community; Budgens in-store cellar

“Retailers want clarity around what each fascia stands for, and the reassurance of strong operational support, value and flexibility”

premium fresh ranges, local relevance and hospitality-inspired retailing, helping retailers create a more differentiated neighbourhood shopping experience. Investment in chilled meal solutions, healthier ranges and food-to-go has further strengthened Budgens' fresh-led positioning.

Broader group strategies

Across the wider estate, Booker has continued expanding health-conscious and lifestyle-led categories, including high-protein meal solutions, healthier snacking and low- and no-alcohol ranges, reflecting growing consumer focus on wellness, moderation and convenience, adds Johnson.

"The business has also introduced a more joined-up retail development manager structure, helping retailers access more consistent operational support, ranging guidance, expertise on merchandising and data insight," he says. "We want retailers to feel they have the right support around them regardless of fascia. The more connected approach across our retail teams allows us to support retailers in a more tailored and effective way."

BOOKER

CONVENIENCE EXPERTS

No
joining
fees

Up to 6%
Spend
& Save
Scheme

Dedicated
support
teams

Access
exclusive
NPD

Free fascia &
installation

Free
marketing
support

Access to
expert own
brand
ranges

Access to

Home
Delivery

Join one of the UK's most recognised symbol groups, or opt for Booker's Shop Locally Retail Club, to stock up customer favourites and access exclusive brands, promotions and discounts.

Premier



"Premier is a really strong brand that helps us stay connected to our community. The team provide us with innovative support to grow sales and profit year after year. The free promotional PoS helps us highlight great value deals that really matter to our shoppers."

Arun Ehamparam, Premier Talbot Village

Londis



"We are very pleased with the success of our Food to Go area - our shoppers love the options available! The support from the Forecourt development team has helped massively."

**Sellarajah Gunalan, Highway Stops,
Londis Girton Service Station**

Budgens



"My sales are up 40% since moving to Budgens. Shoppers are thrilled with the modernised look and love the new food to go kitchen area, fresh range and that they can pick up locally-sourced products."

**Roli Ranger, Budgens
North Ascot**

Visit booker.co.uk or call 0808 1788644

Bringing even more choice

DETAILS

Costcutter
(part of Bestway Retail)
Harvest Mills
Common Road
Dunnington
York YO19 5RY
t: 01270 843100

KEY CONTACTS

Alex Walker
New Business
Controller North
t: 07885 200033
Jo Howard
New Business
Controller South
t: 07935 755813

KEY BRANDS

Costcutter
best-one
Bargain Booze
Wine Rack

Whatever your store, and whoever your shopper, Bestway Retail has the right offer and will continue to support all store formats by bringing innovation to stores. By being part of the Bestway group of fascia stores, Costcutter can support business plans for every type of convenience retailer.

➔ In 2025, Bestway agreed a new multi-year partnership between Co-op Wholesale and Costcutter Supermarkets Group (CSG). This continued relationship signals the start of a new opportunity, bringing together the collaboration and strength of both businesses to unlock greater value for independent retailers, says the company. As a result, there has been heavy investment into supporting retailers more through upweighting promotions to drive shopper footfall and loyalty.

Long-term partnerships have also been agreed with Simply Fresh, as well as James Retail – the 40-strong nationwide convenience and travel interchange operator led by industry veteran Jonathan James. Forecourt operator Penny Petroleum also continues to convert sites into the group, building on 2024's momentum.

Quality and choice

As shoppers continue to look for enhanced convenience and availability, Costcutter supports its retailers with both quality and breadth of range. Retailers benefit from access to over 2,000 Co-op own-brand products, a 14,000-SKU range, plus access to Direct to Store suppliers, loyalty scheme rewards, C-POS (Costcutter's own in-house EPOS system) and a strong field support team including a business development manager and a store design and development team. Stores also receive a sector-leading marketing package, including digital support, social media advice and



“Retailers benefit from access to over 2,000 Co-op own-brand products, a 14,000-SKU range, plus access to Direct to Store suppliers, loyalty scheme rewards and a strong field support team”

guidance, ensuring they can reach their consumers effectively.

As a credible chilled food offer has become increasingly important for consumers, Costcutter supports its retailers via a chilled distribution centre and an increased range of fresh food in their wholesale depots. This year it has also introduced a wider range of long-life fresh products, including pizzas and ready meals, which offer good value for the consumer and minimise wastage costs for retailers.

Retailers will benefit from 17 x three-weekly promotional periods, with a comprehensive point of sale (POS) kit, that includes window posters, shelf talkers, stack cards, and shelf-edge labels, as well as an implementation guide and promotional offers booklet.

Costcutter works closely with its retailers, holding regular forums that enable them to network, share best practice, work through challenges together, and have access to insights and current market trends.

As it moves into 2027, Costcutter is undergoing further trials of its Age Verification technology across its digital services, and is supporting its retailers in Scotland to prepare for the new Deposit Return Scheme (DRS) in advance of the October 2027 compliance date.

Spotlight On... Girish's Costcutter

We're delighted to celebrate the opening of a new Costcutter store in Barmulloch, proudly launched by Girish Jeeva, who has recently joined the Bestway Retail group as an independent retailer. 🎉
Girish is a renowned Scottish retailer in the Glasgow area with a multitude of awards under his belt.



This opening marks an exciting milestone for both Girish and the wider Bestway Retail network, reflecting our continued growth and commitment to supporting ambitious independent retailers across the UK.

The new Glasgow store brings a modern and convenient shopping experience to the local community, offering great value, trusted brands and the everyday essentials customers rely on.

Girish said: "This is an incredibly exciting next step for us. We've had a fantastic journey so far and are incredibly proud of what the store has achieved. The move to Costcutter allows us to strengthen our fresh and chilled offer and take the business to the next level."

We would like to congratulate Girish on this fantastic achievement and warmly welcome him to the Bestway Retail family. His drive and entrepreneurial spirit are a great addition to our growing network of independent retailers.

We look forward to seeing the store thrive and become a valued part of the Glasgow community.

Here's to a successful launch and continued success ahead. 🍀



Ready to Grow?

Open more stores with help from our New Business Team.

North: WhatsApp Alex: **07885 200033**

South: WhatsApp Jo: **07935 755813**

Start your message with TG26

Let's make it happen!



Or Scan here to get in touch

Ambitions for growth in 2026

DETAILS

A.G. Parfett & Sons Limited
Didsbury Road
Stockport
SK4 2JP
t: 0161 429 0429
tw: twitter.com/parfetts

KEY CONTACTS

John O'Neill
Retail Operations Controller
t: 0161 429 0429
First point of contact for potential members

KEY FASCIAS

Go Local
Go Local Extra
The Local
Shop & Go

Parfetts has sharpened its offer around simplicity, margin protection and data-led growth over the past year. “The most significant recent initiative is Go for Growth, a fully integrated digital platform that brings together category advice, core range guidance, planograms, promotions and supplier investment into one place,” reveals Guy Swindell, joint managing director of Parfetts. “It is designed to remove complexity from decision-making while helping retailers increase sales and improve in-store execution.

“This is supported by continued investment in technology, including improved ordering systems that integrate chilled, frozen and services into a single journey, alongside AI-driven tools that analyse in-store merchandising and highlight missed sales opportunities,” he adds.

Parfetts’ core commercial model remains a major differentiator, says Swindell. “Free delivery, a simple 2% compliance reward and strong promotional cycles give retailers clarity and confidence on margin,” he notes. “Parfetts has also expanded its national delivered network, including growth in Scotland, backed by a strengthened team of retail development advisors.”

Across its symbol options, Go Local, Go Local Extra, The Local and Shop & Go, the focus has been on sharper ranging, stronger food-to-go and impulse offers, and industry-leading promotions, explains Swindell. “The result is a joined-up approach to support retailers every step of the way.”

Ambition for 2026

Parfetts’ ambition is clear: to be the partner of choice for independent retailers in the UK, built on a model that consistently protects and grows retailer margins, says Swindell. “Over 2026, we expect continued expansion, with further growth in its delivered network and greater traction in regions such as Scotland,” he says. “New depot capacity, including recent investment in Southampton, will support this.

“Go for Growth will remain central to that ambition. Over the next year, it will evolve into a fully embedded trading



“The most significant recent initiative is Go for Growth, a fully integrated digital platform that brings together category advice, core range guidance, planograms, promotions and supplier investment into one place”

tool, driving better ranging decisions, stronger supplier collaboration, and improved in-store standards across the estate. Also, further investment in digital infrastructure and AI will simplify operations and unlock additional sales.”

The company will continue to develop clearer segmentation across its existing symbols, ensuring retailers can choose a format that suits their mission and shopper base, adds Swindell. “Parfetts has also launched Local 4U, a new entry-level option, designed to help retailers start their symbol journey,” he notes. “It is proving popular, with 28 already in the pipeline and many more planned in 2026.

“By this time next year, Parfetts expects to have a larger, more engaged retailer base, stronger supplier partnerships and a more advanced, data-led operating model, underpinned by its employee-owned structure and commitment to independent retail.”

**INCREASE YOUR SALES
AND PROFITS WITH
GO FOR GROWTH**

- CATEGORY RANGE ADVICE
- NEW LINE UPDATES & ADVICE
- CORE RANGE PLANOGRAMS
- POR CALCULATOR



Go for Growth
INSIGHTS THAT GROW SALES

**Everything you
need to grow
all in one place.**



**SCAN THE QR CODE &
START GROWING TODAY!**

**PLUS JOIN OUR SYMBOL GROUP, GO LOCAL,
TO UNLOCK EVEN MORE BUSINESS SUCCESS**



- No joining fee
- Free delivery with low minimum order levels*
- Access to our best promotional prices and deals across the year
- Dedicated support from our field team of retail specialists
- Access to 3 weekly promotions, deep dive trade weeks and retail club promotions
- Access to over 7,000 lines
- A 2% compliance reward – for simply running our promotions in full (with no retro to claim)

*Delivery availability is based on minimum spend and order quantity qualifications.

TO DISCUSS JOINING, EMAIL: JOINUS@PARFETTS.CO.UK

WilliamReed.

William Reed LTD.

Broadfield Park, Crawley, West Sussex RH11 9RT

Tel: 01293 613400 Fax: 01293 610380

www.thegrocer.co.uk