



15th November 2021

RE: Notification of Price Changes

Dear Michael,

You will no doubt be aware of the significant movement in commodity prices which have continued to accelerate throughout 2021. We have absorbed many of these increases over the past year or more but it is no longer sustainable for us to do so.

We will share further details with you on the key drivers of these increases which include, but are not limited to, tin plate, protein, shipping & plastics costs. Due to the significance of these cost pressures, we are not able to absorb these rises and will therefore be implementing the below price changes on our Fresh and Wet range of products.

Our dry food (kibble) and treats lines have not experienced the same level of price movement and we happy to share that we are not forced to pass on pricing in these segments with the one exception of Love Em Jerky promoted group. We will however continue to monitor commodity prices due to the high volatility and may need to move pricing in 2022.

Our new pricing will be live nationally for orders received on the 7th of February across our Fresh and Wet ranges as per below schedule.

If you have any questions in regards to this increase please reach out to your Account Manager for more information.

Yours Sincerely

Patrick Kerr
Head of Sales

Schedule of Price Changes

Supplier Item Code	Item Description	Current List Price	New List Price	% List Price Change	Current RRP*	New RRP*
3576384	70G8L1 - FUSS CAT GF CAT - MINCE W SALM GRAV	\$	\$	9.1%	\$ 2.20	\$ 2.40
3576409	70G8PK FUSS CAT GF FINE MINCE WITH BEEF	\$	\$	9.1%	\$ 2.20	\$ 2.40
3576410	70G8PK FUSS CAT GF FINE MINCE WITH CHKN	\$	\$	9.1%	\$ 2.20	\$ 2.40
3576395	70G8PK FUSS CAT GF TARTARE WITH ROO	\$	\$	9.1%	\$ 2.20	\$ 2.40
4309099	450G12F1 - FUSS CAT GF CAT - PRIME STEAK W SALM	\$	\$	12.1%	\$ 5.80	\$ 6.50
4154436	450G12PK - VIP FCCFUSSY CAT CHKN	\$	\$	12.1%	\$ 5.80	\$ 6.50
4572899	450G12PK - VIP FCFUSSY CAT STEAK	\$	\$	12.1%	\$ 5.80	\$ 6.50
3605766	800G8PK-FUSSY CAT CAT-FINEST MINCE ROO	\$	\$	10.3%	\$ 6.80	\$ 7.50
4308890	650G10P1 - NAT GIFT DOG - CHICK WITH VEGE	\$	\$	10.0%	\$ 5.00	\$ 5.50
3605868	700G10PK-NAT GIFT DOG-BEEF POT CRT PEAS	\$	\$	10.0%	\$ 5.00	\$ 5.50
3605879	700G10PK-NAT GIFT DOG-CHKN BRN RICE VEG	\$	\$	10.0%	\$ 5.00	\$ 5.50
2749590	1.40KG9R1-NAT GIFT DELI DOG-CHKN VEG BWN RICE	\$	\$	16.0%	\$ 5.00	\$ 5.80
2749603	1.40KG9R1-NAT GIFT DELI DOG-ROO SWPOT PEAS	\$	\$	16.0%	\$ 5.00	\$ 5.80
2749567	200G15R1-NAT GIFT DELI DOG-BEEF POT CRTS PEAS	\$	\$	13.3%	\$ 1.50	\$ 1.70
2749578	200G15R1-NAT GIFT DELI DOG-CHKN VEG BWN RICE	\$	\$	13.3%	\$ 1.50	\$ 1.70
1174379	2.15KG6R1-NAT GOO NGTV LITE M TURKVG	\$	\$	42.9%	\$ 5.60	\$ 8.00
2133210	680G12R1 - NATGOOD GF NGP680 PUPPY CHKN	\$	\$	8.2%	\$ 3.05	\$ 3.30
8668559	3.00KG5PK - PAWS PLM3 LEAN MINCE	\$	\$	8.3%	\$ 15.70	\$ 17.00
2962371	600G12PK-PAWS FRESH DOG-CPDC TNDR DICED CHKN	\$	\$	10.0%	\$ 5.00	\$ 5.50
7287651	600G12PK-PAWS FRESH DOG-PDMDICED MINCE	\$	\$	10.0%	\$ 5.00	\$ 5.50
5050469	1.00KG15C1 - PROTA C1 DOG ROLL CHKN RICE	\$	\$	11.8%	\$ 3.40	\$ 3.80
5006398	3.00KG4C1-PROTA V3DOG ROLL LAMB VEG	\$	\$	21.2%	\$ 6.60	\$ 8.00
9207427	1.00KG11PK-VIP DOG-CC CHKN CHUNKERS	\$	\$	10.0%	\$ 5.00	\$ 5.50
9790616	1.00KG11PK-VIP DOG-LC LAMB CHUNKERS	\$	\$	10.0%	\$ 5.00	\$ 5.50
6022571	3.00KG4R1-VIP GC ROLL GOURMET CHKN	\$	\$	14.3%	\$ 7.00	\$ 8.00
5652585	3.00KG4R1-VIP MB ROLL MEGA BITE	\$	\$	14.3%	\$ 7.00	\$ 8.00
3875148	200G6S1-LOVE'EM- COLES DOG- BEEF & TMATO JRKY	\$	\$	20.0%	\$ 5.00	\$ 6.00
3875137	200G6S1-LOVE'EM- COLES DOG- LAMB & RSMRY JRKY	\$	\$	20.0%	\$ 5.00	\$ 6.00
4505836	400G12C1-FUSS CAT CATGR-GF CHCK MINCE CASS	\$	\$	22.2%	\$ 1.80	\$ 2.20
2912679	400G12C1-FUSSY CAT GF CATGR- BEEF ROO SWTPOT	\$	\$	22.2%	\$ 1.80	\$ 2.20
2912657	400G12C1-FUSSY CAT GF CATGR-CHKN TURK CRAN	\$	\$	22.2%	\$ 1.80	\$ 2.20
2912668	400G12C1-FUSSY CAT GF CATLF- SALM OFISH OVOIL	\$	\$	22.2%	\$ 1.80	\$ 2.20
2825199	100G9T1-FARM MKT DOG-HICK BEEF HERB GRAVY	\$	\$	7.0%	\$ 1.50	\$ 1.60
2825213	100G9T1-FARM MKT DOG-RST CHKN LENTILS	\$	\$	7.0%	\$ 1.50	\$ 1.60
2825202	100G9T1-FARM MKT DOG-TNDR LAMB CTS BEAN	\$	\$	7.0%	\$ 1.50	\$ 1.60
3319654	400G12C1-FARM MKT AU DOGGR-CHKN VEG BWN RICE	\$	\$	16.4%	\$ 2.75	\$ 3.20
3319643	400G12C1-FARM MKT AU DOGGR-LAMB VEG BWN RICE	\$	\$	16.4%	\$ 2.75	\$ 3.20
3319698	400G12C1-FARM MKT GF AU DOGLF-G.F CHKN CRT PEA	\$	\$	16.4%	\$ 2.75	\$ 3.20
5843062	100G9T1-NAT GIFT DOGGR-PRIME BEEF GRAVY	\$	\$	16.7%	\$ 1.20	\$ 1.40
1513157	100G9T1-NAT GIFT DOGLF- BEEF KIDNEY CHIA	\$	\$	16.7%	\$ 1.20	\$ 1.40
1513168	100G9T1-NAT GIFT DOGLF- CHKN DUCK	\$	\$	16.7%	\$ 1.20	\$ 1.40
4935879	100G9T1-NAT GIFT DOGLF- REAL CHKN	\$	\$	16.7%	\$ 1.20	\$ 1.40
7531606	100G9T1-NAT GIFT DOGLF-ROO FILLET	\$	\$	16.7%	\$ 1.20	\$ 1.40
4935904	100G9T1-NAT GIFT DOGLF-SUCCUL LAMB	\$	\$	16.7%	\$ 1.20	\$ 1.40
2735449	100G9T1-NAT GIFT DOG-STRIPS - KANG GRA	\$	\$	16.7%	\$ 1.20	\$ 1.40
2735427	100G9T1-NAT GIFT DOG-STRIPS- CHICCRTPE	\$	\$	16.7%	\$ 1.20	\$ 1.40
3590057	1.20KG06C1-NAT GIFT DOGGR-BEEF VEG BARLY	\$	\$	14.6%	\$ 4.80	\$ 5.50
3590046	1.20KG06C1-NAT GIFT DOGGR-LAMB VEG BARLY	\$	\$	14.6%	\$ 4.80	\$ 5.50
3589965	1.20KG06C1-NAT GIFT DOGLF-BEEF BRLY VEG (ML)	\$	\$	14.6%	\$ 4.80	\$ 5.50
3589976	1.20KG06C1-NAT GIFT DOGLF-CHK RICE VEG	\$	\$	14.6%	\$ 4.80	\$ 5.50
3320620	700G12C1-NAT GIFT DOGGR-CASS BEEF VEG BARL	\$	\$	17.9%	\$ 2.80	\$ 3.30
3320631	700G12C1-NAT GIFT DOGGR-CASS LAMB VEG BARL	\$	\$	17.9%	\$ 2.80	\$ 3.30
3320642	700G12C1-NAT GIFT DOGGR-CASS ROO VEG	\$	\$	17.9%	\$ 2.80	\$ 3.30
4472920	700G12C1-NAT GIFT DOGLF-BEEF BARLEY VEG	\$	\$	17.9%	\$ 2.80	\$ 3.30
5371349	700G12C1-NAT GIFT DOGLF-CHKN RICE VEG	\$	\$	17.9%	\$ 2.80	\$ 3.30
2067261	700G12C1-NAT GIFT DOGLF-DUCK CHKN VEG	\$	\$	17.9%	\$ 2.80	\$ 3.30
7875398	700G12C1-NAT GIFT DOGLF-LAMB PASTA VEG	\$	\$	17.9%	\$ 2.80	\$ 3.30
7007325	700G12C1-NAT GIFT DOGLF-ROO RICE VEG	\$	\$	17.9%	\$ 2.80	\$ 3.30
2825133	700G12C1-NAT GIFT DOG-MTIME CHKN TURK VEG	\$	\$	17.9%	\$ 2.80	\$ 3.30
4472930	700G12C1 - NAT GIFT DOGLF - PUP CHICK & RICE	\$	\$	17.9%	\$ 2.80	\$ 3.30
4490160	400G12C1 - NAT GOOD GF DOGLF-HEALTHY JOINTS SMN	\$	\$	26.3%	\$ 1.90	\$ 2.40
4490182	400G12C1 - NAT GOOD GF DOGLF-FIT TRIM ROO	\$	\$	26.3%	\$ 1.90	\$ 2.40
4490171	400G12C1 - NAT GOOD GF DOGLF-RADIANT COAT CHIC	\$	\$	26.3%	\$ 1.90	\$ 2.40
TBC	400G12C1 - NAT GOOD GF DOGLF-GROWING PUP CHIC	\$	\$	26.3%	\$ 1.90	\$ 2.40
2554830	700G12C1-NATGOOD DOGGR-BEEF STEW CRT POT	\$	\$	14.3%	\$ 2.80	\$ 3.20
2554841	700G12C1-NATGOOD DOGLF-CHKN DUCK VEG	\$	\$	14.3%	\$ 2.80	\$ 3.20
2554863	700G12C1-NATGOOD DOGLF-ROO POT BEANS	\$	\$	14.3%	\$ 2.80	\$ 3.20
4490229	700G12C1 - NAT GOOD GF DOGLF-HEALTHY JOINTS SMN	\$	\$	14.3%	\$ 2.80	\$ 3.20
4490240	700G12C1 - NAT GOOD GF DOGLF-FIT TRIM ROO	\$	\$	14.3%	\$ 2.80	\$ 3.20
4490230	700G12C1 - NAT GOOD GF DOGLF-RADIANT COAT CHIC	\$	\$	14.3%	\$ 2.80	\$ 3.20

*Any recommended prices are indicative only and at the sole discretion of the retailer

Real Pet Food Company, 39 Albany Street, Crows Nest NSW 2065
 ABN 98 069 880 1674 t 1800 REAL PET (1800 732 573) e: info@realpetfoodco.com.au

*RRP within this document are non-binding recommendations only. Retail prices are at the sole discretion of the retailer