

## Real Pet CPI Summary

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**Date:** Mon, 14 Feb 2022 20:08:43 +1100  
**Attachments:** Real Pet old and new margins.xlsx (239.79 kB)

Hi Chad,

Given Real Pet CPI agreement has finalised see below summary. Overall a challenging negotiation with very little offered by real pet however biggest win will be where market has moved to and if they stay there.

**Real Pet Cog increase requested:** 14.7m

**Real Pet Cog increase agreed:** 14.7m

**All cost effective from:** 14<sup>th</sup> Feb

**Coles in return:**

+ \$[REDACTED] unit deal on DD chunkers 1kg Fresh

+ \$[REDACTED] margin enhancement on Fussy cat cups 70g

+ \$[REDACTED] Fussy Cat 450g

**Approx \$[REDACTED] / +[REDACTED] to RP margin rate vs current in fresh business**

+ various promotional upweights

**Planned RRP changes** (quickest possible date once promo finishes or DD customer promise expires)

**68 lines total:**

18 moved 09/02

16 are planned 16/02

22 lines moves 23/02

12 lines move 02/03

**Note on the above:**

- WW on 33 lines have gone **above Real Pets recommended retail** (we have followed WW)
- WW have **moved on all lines apart from 14 lines** which are still at old DD price (Natures gift wet dog can range 700g and 1.2kg). I have asked Gena to action recommended anyway so Coles will lead here. Encouragingly- *Prices Drop call out has removed today from their website on 1.2kg.*

Based off the new market prices>, Real Pets Prop business will improve from [REDACTED]% to [REDACTED]% 5th

This is obviously still subject to mix, volume drop off and Prices Drop strategies which are still unknown at this stage (a lot of previous range was on down down strategy self funded by Coles)

Any other questions let me know

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Good things are happening