

## RE: RPF - CPI Promo & BSCW deals changes

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**From:** Paul Carroll <[REDACTED]@coles.com.au>  
**To:** Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>; Gentjana Emini <[REDACTED]@coles.com.au>; Simon Russell <[REDACTED]@realpetfoodco.com.au>  
**Cc:** Emma Bates <[REDACTED]@coles.com.au>; Indi Tait <[REDACTED]@coles.com.au>  
**Date:** Fri, 11 Mar 2022 10:15:34 +1100

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Hi Lauren,

Thanks for getting these across.

Myself and Simon have had a catch up on 700g and 1.2kg and unfortunately your new proposal for new max retail prices are not commercially viable where the business is today or near the business model that was recommended and signed off for the CPI. Therefore we wont be actioning these until a new proposal is reviewed.

We are aligned on chunkers and Gena is loading this one today which im excited to see how this ones perform.

Hope that context helps,

Paul

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**From:** Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>  
**Sent:** Thursday, 10 March 2022 5:41 PM  
**To:** Gentjana Emini <[REDACTED]@coles.com.au>; Paul Carroll <[REDACTED]@coles.com.au>; Simon Russell <[REDACTED]@realpetfoodco.com.au>  
**Cc:** Emma Bates <[REDACTED]@coles.com.au>; India Tait <[REDACTED]@coles.com.au>  
**Subject:** RE: RPF - CPI Promo & BSCW deals changes

Hi Gena,

Please see attached Monday's email with the Margin Enhancement deals and EDV deals. There has since been minor tweaks to the attached email trail, with the Chunkers unit deal moving from \$RE to \$RED as per discussions between Simon and Paul. Also I have moved the EDV deals that were submitted to take affect yesterday to start next Wednesday. Attached PAF has these amendments.

Any concerns at all, please let me know ☺

Ta!

Lauren

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**From:** Gentjana Emini <[REDACTED]@coles.com.au>  
**Sent:** Thursday, 10 March 2022 9:53 AM  
**To:** Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>; Simon Russell <[REDACTED]@realpetfoodco.com.au>; Paul Carroll <[REDACTED]@coles.com.au>  
**Cc:** Emma Bates <[REDACTED]@coles.com.au>; India Tait <[REDACTED]@coles.com.au>  
**Subject:** RE: RPF - CPI Promo & BSCW deals changes  
**Importance:** High

Thank you Lauren, please do not forget any BSCW deals that need to be keyed as well.

Regards,

**Gentjana Emini**

**Business Category Coordinator**

Pet Food , Fresh Pet Food , Pet Accessories & Bird Food

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**From:** Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>  
**Sent:** Thursday, 10 March 2022 9:47 AM  
**To:** Gentjana Emini <[REDACTED]@coles.com.au>; Simon Russell <[REDACTED]@realpetfoodco.com.au>; Paul Carroll <[REDACTED]@coles.com.au>  
**Cc:** Emma Bates <[REDACTED]@coles.com.au>; India Tait <[REDACTED]@coles.com.au>  
**Subject:** RE: RPF - CPI Promo & BSCW deals changes

Hey Gena,

Thanks for the email 🙏 I am working on getting the paperwork through for you today. There have been a few moving parts which have meant that a week by week approach on PAFs has been best up until now.

Thanks for your patience and you'll see the paperwork for at least 23/03 in your inbox today. All CPI related PAFs up until end of June by end of next week latest.

Cheers!

Lauren

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**From:** Gentjana Emini <[REDACTED]@coles.com.au>  
**Sent:** Thursday, 10 March 2022 9:43 AM  
**To:** Simon Russell <[REDACTED]@realpetfoodco.com.au>; Lauren Murtagh <[REDACTED]@realpetfoodco.com.au>; Paul Carroll <[REDACTED]@coles.com.au>  
**Cc:** Emma Bates <[REDACTED]@coles.com.au>; India Tait <[REDACTED]@coles.com.au>  
**Subject:** RPF - CPI Promo & BSCW deals changes  
**Importance:** High

Hi Simon & Lauren,

Please be advised that we are waiting on PAF's for promo activity changes due to CPI for 23/3 onwards + for any BSCW deal agreed with Paul to be send through.  
 At this stage nothing has been send yet and I don't understand why so late, because if I'm not wrong everything got agreed with CPI.

Can you please urgently prioritise these changes and send them through to me for action from 23/3 till end of June 2022 for promo updates and any BSCW deals from 14/2/2022 onwards.

Any issues please contact Paul or Emma.

Regards,

**Gentjana Emini**

**Business Category Coordinator**

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