

## FW: CPI PAF's - Margin Maintan, DD and EDV Deals

**From:** Gentjana Emini <[REDACTED]@coles.com.au>  
**To:** Lauren Creighton <[REDACTED]@realpetfoodco.com.au>  
**Cc:** Rosini Gianasmidis <[REDACTED]@coles.com.au>; Daniel De Vincentis <[REDACTED]@coles.com.au>; Paul Carroll <[REDACTED]@coles.com.au>; Simon Russell <[REDACTED]@realpetfoodco.com.au>  
**Date:** Thu, 02 Feb 2023 16:43:23 +1100  
**Attachments:** CPI - Margin Maintain, DD and EDV Deals .xlsx (98.46 kB)

Thank you Lauren,

System has been updated as per attached, however just need you to make sure you don't send double funding from what you have send previously.

I would suggest you write down whatever funding you have send through to make sure nothing has been doubled up.

Regards,

**Gentjana Emini** (she/her)  
 Business Category Coordinator  
 Pet Food | Homecare

M [REDACTED]  
 E [REDACTED]@coles.com.au

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   Together to Zero Waste

I respectfully acknowledge the Wurundjeri People, Traditional Owners and Custodians of the Country I live and work on.  
 I pay my respects to Elders past, present and emerging and acknowledge their continuing connection to waters, skies, seas and country.

**From:** Lauren Creighton <[REDACTED]@realpetfoodco.com.au>  
**Sent:** Thursday, 2 February 2023 1:59 PM  
**To:** Gentjana Emini <[REDACTED]@coles.com.au>  
**Subject:** RE: CPI PAF's - Margin Maintan, DD and EDV Deals  
**Importance:** High

Hi Genna,

Please find attached revised PAF.

Please let me know if this looks all ok? Otherwise feel free to give me a call to chat through.

Thanks!

**Lauren Creighton**  
 Account Manager Coles



39 Albany Street, Crows Nest NSW 2065  
 PO Box 346, North Sydney NSW 2059  
 m [REDACTED]  
[realpetfoodco.com.au](mailto:[REDACTED]@realpetfoodco.com.au)



\*Any retail or promotional prices within this email are non-binding recommendations only. Retail prices are at the sole discretion of the retailer

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**From:** Gentjana Emini <[REDACTED]@coles.com.au>  
**Sent:** Wednesday, 1 February 2023 5:11 PM

**To:** Lauren Creighton <[REDACTED]@realpetfoodco.com.au>  
**Subject:** RE: CPI PAF's - Margin Maintan, DD and EDV Deals  
**Importance:** High

Hi Lauren,

You are missing DD or EDV promo price for the product going back to DD or EDV. Can you please add this in the attached PAF as well.

Also please make sure that any promo that is part of CPI in 08/2 need to have funding update due to not been able to update RRP in line with CPI date and not just update the catalogue promos only.

Regards,

**Gentjana Emini** (she/her)  
 Business Category Coordinator  
 Pet Food | Homecare

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 E [REDACTED]@coles.com.au

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**From:** Lauren Creighton <[REDACTED]@realpetfoodco.com.au>  
**Sent:** Wednesday, 18 January 2023 11:39 AM  
**To:** Gentjana Emini <[REDACTED]@coles.com.au>  
**Cc:** Paul Carroll <[REDACTED]@coles.com.au>; Simon Russell <[REDACTED]@realpetfoodco.com.au>; Rosini Ganasmidis <[REDACTED]@coles.com.au>; Daniel De Vincentis <[REDACTED]@coles.com.au>  
**Subject:** CPI PAF's - Margin Maintan, DD and EDV Deals

Hi Gena,

Thanks for the chat earlier.

Please find attached PAF to:

- Margin maintain SKU's on promo 8/2 from 6/2 - 14/2
- Margin maintain SKU's post 6/2 before moving back to Down Down or EDV
- Load ME and DD/EDV deals for DD/EDV SKU's
- Load ongoing ME deal on Gift 700g from 6/2

Please let me know if this is all looks correct from your end or if I may have missed anything?

Thankyou,

**Lauren Creighton**  
 Account Manager Coles



39 Albany Street, Crows Nest NSW 2065  
 PO Box 346, North Sydney NSW 2059  
 m [REDACTED]  
 realpetfoodco.com.au



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