

RE: WW Daily Price Changes 09/02/2023

From: Simon Russell <[REDACTED]@realpetfoodco.com.au>
To: Paul Carroll <[REDACTED]@coles.com.au>; Lauren Creighton <[REDACTED]@realpetfoodco.com.au>
Cc: Daniel De Vincentis <[REDACTED]@coles.com.au>; Gentjana Emini <[REDACTED]@coles.com.au>; Olga Zanetti <[REDACTED]@coles.com.au>
Date: Fri, 10 Feb 2023 12:50:35 +1100

Hi Paul,
 Let me investigate this... obviously I can see it also.
 I'll call you shortly.
 Cheers,
 Simon

From: Paul Carroll <[REDACTED]@coles.com.au>
Sent: Friday, 10 February 2023 12:22 PM
To: Simon Russell <[REDACTED]@realpetfoodco.com.au>; Lauren Creighton <[REDACTED]@realpetfoodco.com.au>
Cc: Daniel De Vincentis <[REDACTED]@coles.com.au>; Gentjana Emini <[REDACTED]@coles.com.au>; Olga Zanetti <[REDACTED]@coles.com.au>
Subject: FW: WW Daily Price Changes 09/02/2023
Importance: High

Hi Simon/ Lauren
 Please see feedback from my pricing team. I'm keen to bring this product onto white label if the market are not calling out a price drop.
 We look really expensive and our customers are complaining. Im keen to move to white ticket.
 Give me a call if you have any ideas
 Paul

From: Chris Reid <[REDACTED]@coles.com.au>
Sent: Friday, 10 February 2023 11:29 AM
To: Paul Carroll <[REDACTED]@coles.com.au>
Cc: Louise Lu <[REDACTED]@coles.com.au>; Daniel De Vincentis <[REDACTED]@coles.com.au>; Tim Jones <[REDACTED]@coles.com.au>
Subject: FW: WW Daily Price Changes 09/02/2023
Importance: High

Hi Paul,
 Looked at the 6kg bag as example, from all the screenshots I saw am I right WW is \$22.50 on white SEL label?
 You can drop your SEL shelf price back down now. **But you can't run a Down Down unless you price establish** – but further, waiting 4 weeks to then say "Down Down was \$31.50 now \$22.50" while compliance wise is allowed, is not in the spirit of what DD is, when only 4 weeks earlier it was \$21.50 (which was obvious to the customer who complained)
 WW are not using a price drop ticket, if we want to drop immediately too, we should do the same – new shelf price at \$22.50. But no red ticket calling out a save. So I think you need to have a conversation with supplier around the quantum of CPI implemented only to deal it back via scan deals (I assume) on DD.

From: Gentjana Emini <[REDACTED]@coles.com.au>
Sent: Friday, 10 February 2023 10:09 AM
To: Paul Carroll <[REDACTED]@coles.com.au>; Chris Reid <[REDACTED]@coles.com.au>
Cc: Olga Zanetti <[REDACTED]@coles.com.au>; Daniel De Vincentis <[REDACTED]@coles.com.au>
Subject: RE: WW Daily Price Changes 09/02/2023
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Hi all,
 We also have a customer query last night for these changes for Coles vs WW on promo prices.

See attached.

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: Paul Carroll <[REDACTED]@coles.com.au>
Sent: Friday, 10 February 2023 8:09 AM
To: Chris Reid <[REDACTED]@coles.com.au>
Cc: Olga Zanetti <[REDACTED]@coles.com.au>; Daniel De Vincentis <[REDACTED]@coles.com.au>; Gentjana Emini <[REDACTED]@coles.com.au>
Subject: FW: WW Daily Price Changes 09/02/2023

Morning Chris,
 I hope you are well!

Seeking your permission to move earlier on some planned down down we have going live on below as a result of the WW moving faster following a CPI that has recently taken place. However coles is following their normal price establishment /customer promise rules.

All items have been at their 'From' price in Coles from the 6th February for context.

WW sku ID	Product description			WW From	WW To	coles planned move date
657074	Nature's Gift Adult Dry Dog Food With Kangaroo	2.5Kg		\$15.50	\$11.50	22-Feb
657082	Nature's Gift Adult Dry Dog Food With Kangaroo	6Kg		\$31.50	\$22.50	22-Feb
59841	Nature's Gift Adult Wet Dog Food Casserole With Lamb Vegetables & Barley	1.2Kg		\$6.00	\$4.50	8-Mar
59217	Nature's Gift Adult Wet Dog Food Loaf Chicken Vegetables & Rice	1.2Kg		\$6.00	\$4.50	8-Mar

From: Olga Zanetti <Olga.Zanetti@coles.com.au>
Sent: Thursday, 9 February 2023 10:35 PM
To: Paul Carroll <Paul.Carroll@coles.com.au>
Subject: FW: WW Daily Price Changes 09/02/2023

Did you see WW dropped prices on Nature's gift?

Thanks,

Pricing Team

Merch Strategy & Transformation

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