

**RE: matching market**

**From:** Gentjana Emini <[REDACTED]@coles.com.au>  
**To:** Paul Carroll <[REDACTED]@coles.com.au>; Lauren Creighton <[REDACTED]@realpetfoodco.com.au>  
**Cc:** Simon Russell <[REDACTED]@realpetfoodco.com.au>; Daniel De Vincentis <[REDACTED]@coles.com.au>; Eren Akyayli <[REDACTED]@coles.com.au>  
**Date:** Tue, 14 Feb 2023 10:27:10 +1100  
**Attachments:** Copy of EDV + DD Change PAF.xlsx (63.76 kB)

Hi All,

Please be advised that all the attached changes have been updated at our end.

@Lauren Creighton – BSCW Deal ID's for all these changes attached on the comment field as well.

Item/ Group Id	Ticket Description 1	Ticket Description 2	UOM	WEEK # 33 08 Feb 2023 P 08	WEEK # 34 15 Feb 2023 P 08	WEEK # 35 22 Feb 2023 P 08	WEEK # 36 01 Mar 2023 P 09	WEEK # 37 08 Mar 2023 P 09	WEEK # 38 15 Mar 2023 P 09	WEEK # 39 22 Mar 2023 P 09	WEEK # 40 29 Mar 2023 P 10	WEEK # 41 05 Apr 2023 P 10
17799	Nature's Gift Dog Food 700g						\$2.80 ✓		\$2.80 ✓		\$2.80 ✓	
32919	Nature's Gift Dog Food 6x100g							\$5.95 ✓		ONLINE 2 FOR \$12		
12409	Nature's Gift Gourmet Dog Food 100g					\$1.10 ✓	5 FOR \$5.50 ✓			\$1.10 ✓	5 FOR \$5.50 ✓	
23043	Nature's Gift Dog Food 1.2kg			\$4.50 ✓	\$4.50 ✓	\$4.50 ✓	\$4.50 ✓	\$4.50 ✓	\$4.50 ✓	\$4.50 ✓	\$4.50 ✓	\$4.50 ✓
12867	Nature's Gift Strips Dog Food 100g				\$1.10 ✓	5 FOR \$5.50 ✓				\$1.10 ✓	5 FOR \$5.50 ✓	
18230	Nature's Gift Sustain Just Natural Dry Dog Food 2.25kg/2.5kg			\$11.50 ✓	\$11.50 ✓	\$11.50 ✓	\$11.50 ✓	\$11.50 ✓	\$11.50 ✓	\$11.50 ✓	\$11.50 ✓	\$11.50 ✓
19627	Nature's Gift Sustain Just Natural Dry Dog Food 6kg			\$22.50 ✓	\$22.50 ✓	\$22.50 ✓	\$22.50 ✓	\$22.50 ✓	\$22.50 ✓	\$22.50 ✓	\$22.50 ✓	\$22.50 ✓

Regards,

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

M [REDACTED]@coles.com.au

**coles** | Value the Australian way

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 <Paul.Carroll@coles.com.au>  
**Sent:** Monday, 13 February 2023 5:43 PM  
**To:** Lauren Creighton <[REDACTED]@realpetfoodco.com.au>  
**Cc:** Gentjana Emini <[REDACTED]@coles.com.au>; Simon Russell <[REDACTED]@realpetfoodco.com.au>  
**Subject:** Re: matching market

Happy to lad this Gena  
 Thanks

Sent from my iPhone

On 13 Feb 2023, at 5:25 pm, Lauren Creighton <[REDACTED]@realpetfoodco.com.au> wrote:

Hi Gena,

Please find attached PAF to be keyed.

Please let me know if this all looks correct from your end.

Thanks,

**Lauren Creighton**  
 Account Manager Coles

<image001.png>

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

<image002.png>

\*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:** Paul Carroll <[REDACTED]@coles.com.au>  
**Sent:** Monday, 13 February 2023 3:00 PM  
**To:** Simon Russell <[REDACTED]@realpetfoodco.com.au>; Lauren Creighton <[REDACTED]@realpetfoodco.com.au>  
**Subject:** matching market

Can we get the pafs to be more competitive today to load Wednesday

**Paul Carroll** (he/him)  
Senior Category Manager –Pet  
**Homecare | Non-Food**



[REDACTED@coles.com.au](mailto:REDACTED@coles.com.au)

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<EDV + DD Change PAF.xlsx>