

RE: MPA CPI next steps

From: "Barrett, Lane" <[REDACTED]@effem.com>
To: Rosini Gianasmidis <[REDACTED - PII]@coles.com.au>; Gentjana Emini <[REDACTED]@coles.com.au>; Paul Carroll <[REDACTED]@coles.com.au>; Emma Bates <[REDACTED]@coles.com.au>
Cc: "Nankervis, Luke" <[REDACTED]@effem.com>; "Byrnes, Anthony" <[REDACTED]@effem.com>; "Sheahan, Caleb" <[REDACTED]@effem.com>
Date: Fri, 09 Sep 2022 11:00:30 +1000
Attachments: Post 12.9 CPI - DEFER DEAL PAFs.zip (53.91 kB); Post CPI 2022 Promo PAFs_Dog MM & Dog Treats.zip (4.71 MB); Cost Change Manual Form_MPA.xlsx (271.14 kB); MPA FY23H1 Slotting_POST CPI Grid.xlsx (409.28 kB); Post CPI 2022 Promo PAFs_Cat.zip (4.65 MB)

Hi Coles Team,

Thanks for your time this morning. Please find attached,

- * MPA Cost Change Form
- * @Emma Bates You have a shelf only promotion running on Opt 6pk in 21/9, which means this pack will be last to take price on 28/9. Our recommendation would be to cancel this promotion so this pack can move price latest by 21/9 in line with the other packgroups. Please advise if aligned.
- * Deferred Deal PAFs
 - * 1 x PAF ending previous Cat deals (Dog already ending) on CPI affected lines, with required End date of 11/9 highlighted in red.
 - * 1 x PAF for all *new* BSCW deals on all CPI affected lines (Cat & Dog) to be keyed from this Monday 12/9.
- * Promo PAFs provided for 2022 promotions YTG (split into Dog & Cat):
 - * I have included revised Promo PAFs for 14/9 Promotions – this is a funding change only to margin maintain for Promo Week 14/9 at the old promo price ([REDACTED] investment).
 - * For 21/9 catalogues, we will provide PAFs *next week*.
- * All DD/EDV Packs are moving onto Down-Down for 10th October (post 4 weeks price establishment.) The two exceptions are Opt Dry 15kg and Opt 24pk, which are moving onto "Locked" & require no price establishment. These packs will commence new Locked/EDV price from this Monday 12/9.
- * Whiskas 400g PAF includes cancellation of Multibuy for next week 14/9, as aligned, to allow for price establishment.
- * SKU previously missing from GS1: 3742643 CATSAN NATURAL EXTRA ABSORBENT CLUMPING CAT LITTER 8L
- * @Gentjana Emini a reminder there are packs in catalogue for 28/9 which will to change promo price. @Rosini Gianasmidis pending your provision of the updated September catalogue outlook, I'll be able to share affected packs with Gena.
- * I have also updated a copy of the promotional grid with Post CPI pricepoints for your reference.

Next week we will provide –

- * Spreadsheet with additional deals required for manual claim to margin maintain 7th Sept promotions for Monday 12th/Tuesday 13th, and margin maintain *baselines* on Monday

12th/Tuesday 13th for packs on promotion 14th Sept. FYI [@Paul Carroll](#) this is worth \$REDA investment.

- * Revised Promo PAFs for 21/9 Catalogue promotions to margin maintain at old promo price. *Affected packgroups:* Pedigree 8kg, MYD 100g, Dentastix 7pk, WHI Dry Cat 800g, Whiskas OhSo 12x85g.
- * January 2023 Promo PAFs

Gena, if you have any issues please buzz me today so I can rectify for you - thanks in advance. [@Emma Bates](#) welcome back! we can touch base in the WIP on Tuesday regarding the less urgent components outstanding.

Thanks all,

Kind Regards,
Lane Barrett (she/her)
 Customer Development Lead,
 Coles | Cat
 Mars Petcare Australia
 M REDACTED - PII
 E REDACTED@effem.com

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Subject: MPA CPI next steps

Hi Gena,

Please see attached cost change form for MPA – further detail to follow.

Kind Regards,
Lane Barrett (she/her)
 Customer Development Lead,
 Coles | Cat
 Mars Petcare Australia

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E REDACTED@effem.com



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