

RE: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

From: ED McCutchan <[REDACTED]@coles.com.au>
To: Venetta Rippon <[REDACTED]@coles.com.au>
Cc: Katy Vlahos <[REDACTED]@coles.com.au>
Date: Wed, 29 Jun 2022 14:31:25 +1000

Hi Venetta
 Yes fine with the below. End next Sunday – happy for you to communicate these dates back to supply once actioned.
 Thanks
 Ed

From: Venetta Rippon <[REDACTED]@coles.com.au>
Sent: Wednesday, 29 June 2022 1:36 PM
To: ED McCutchan <[REDACTED]@coles.com.au>
Cc: Katy Vlahos <[REDACTED]@coles.com.au>
Subject: RE: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

Hi Ed,

According to the DD rules below.

End the DD on the Sunday. Then effective for the Monday CPI increase to \$[REDACTED]. For the 4wks it will be on a normal shelf edge ticket at normal price of \$4.50. After 4wks back on DD at \$3.15.

Can you please confirm what Sunday date to end the DD.

Pricing increases during the Down Down period:

Occasionally there is a need to increase prices whilst an item is within the Down Down program due to supplier cost increases or competitive activity. If this occurs the following rules must be met:

- Notify Merchandise Compliance Team and the Value team of proposed activity so can determine if there are any unintended consequences
- Obtain signoff from the Value Forum and the BU GM
- Increase the price and hold for 4 weeks on a standard shelf edge ticket with no simple promotions (standard establishment rules apply).
- Put back onto Down Down at a price point that reflects the supplier cost price increase or competitive activity.
- Notify the POS team 1 week prior so they can update What's In Store POS guide on Connect

		Current				% Increase	Proposed		
		CP	CP inc TT	RRP	5th	5%	New CP	New RRP (reflect)	New 5th
3609315	CF quince past 100g	\$ [REDACTED]	\$ [REDACTED]	\$ 3.00	[REDACTED] %	5.0%	\$ [REDACTED]	\$ 3.15	[REDACTED] %
3609360	CF fig and walnut	\$ [REDACTED]	\$ [REDACTED]	\$ 3.00	[REDACTED] %	5.0%	\$ [REDACTED]	\$ 3.15	[REDACTED] %

Thank you

Venetta Rippon

Business Category Co-ordinator Deli Merchandise

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 Hawthorn East Victoria 3123 Australia

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

coles

Value the Australian way

From: ED McCutchan <[REDACTED]@coles.com.au>
Sent: Monday, 27 June 2022 10:59 AM
To: Andre Richardson <[REDACTED]@islandberriestasmania.com.au>; Venetta Rippon <[REDACTED]@coles.com.au>
Cc: Katy Vlahos <[REDACTED]@coles.com.au>
Subject: RE: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

Thanks Andre!
 @Venetta Rippon we have the below CPI/RRP that needs actioning. These are the two products that have recently moved over from Grocery to Deli. Given these are on DD and I would like to keep them on DD, can we please remove the \$3 DD, keep at full price \$4.50 for 2 weeks, and move back on DD at \$3.15.
 Thanks
 Ed

		Current				% Increase	Proposed		
		CP	CP inc TT	RRP	5th	5%	New CP	New RRP (reflect)	New 5th
3609315	CF quince past 100g	\$ RED	\$ RE	\$ 3.00	RE %	5.0%	\$ RED	\$ 3.15	RE %
3609315	CF fig and walnut	\$ ACT	\$ DA	\$ 3.00	DA %	5.0%	\$ ACT	\$ 3.15	DA %

From: Andre Richardson <RE@islandberriestasmania.com.au>

Sent: Friday, 24 June 2022 3:48 PM

To: ED McCutchan <REDACTED@coles.com.au>

Subject: RE: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

Hi Ed,

We are prepared to use the point to point methodology when reviewing the pricing in the future.

We will review the commodities in the future and notify you of any change.

Have a great weekend

Kind regards

Andre

Regards

Andre Richardson

Island Berries Tasmania

(REDACTED)

From: ED McCutchan <REDACTED@coles.com.au>

Sent: Friday, 24 June 2022 3:36 PM

To: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Laura Redpath <RE@islandberriestasmania.com.au>; Andre Richardson <RE@islandberriestasmania.com.au>

Cc: Angus Whittaker <REDACTED@coles.com.au>; Michaela Dimond <REDACTED@coles.com.au>

Subject: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

Hi Andre & Stephanie

The CPI team have now completed their analysis of the recent cost price increase request on the below Coles Finest pastes.

As these will be moving from Grocery to Deli in October, I will be managing these lines moving forward.

Last cost price change	SKU No	SKU Name	Last 12 months COGS \$	Increase request from supplier	
				% Increase Request	Value Request
Aug-19	3609315	COLES FINEST QUINCE PASTE 100G:100	\$ 126,771	5.0%	\$ 6,339
Aug-19	3609360	COLES FINEST FIG & WALNUT PEPPER	\$ 70,452	5.0%	\$ 3,523
			197,223	5.0%	9,861

Overall, the analysis validates the 5% ask when using point to point methodology. Point to point analysis is not our standard approach when assessing CPIs. However Coles is willing to use this approach for this request by exception, on the basis that we can see majority of commodities have increased and there was no benefit to your business from any commodity decreases since last cost change. Coles is willing to use a point to point approach and therefore accept the 5% increase, if your business is prepared to review the pricing using the same methodology once commodities decrease and any benefits from this will be shared with Coles. Please confirm if you are aligned to this methodology.

Once aligned we can work on a date for the transition of these lines. Noted these lines are currently on a down down mechanic which we will need to work through.

		Current				% Increase	Proposed		
		CP	CP inc TT	RRP	5th	5%	New CP	New RRP (reflect)	New 5th
3609315	CF quince past 100g	\$ RED	\$ RED	\$ 3.00	RE %	5.0%	\$ RE	\$ 3.15	RED %
3609315	CF fig and walnut	\$ ACT	\$ ACT	\$ 3.00	DA %	5.0%	\$ DA	\$ 3.15	ACT %

Thanks

Ed

Ed McCutchan

Assistant Category Manager

Deli - Entertaining

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P **REDACTED**



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