

RE: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

From: Katy Vlahos <[REDACTED]@coles.com.au>
To: ED McCutchan <[REDACTED]@coles.com.au>; Andre Richardson <[REDACTED]@islandberriestasmania.com.au>
Cc: Venetta Rippon <[REDACTED]@coles.com.au>
Date: Thu, 30 Jun 2022 13:31:40 +1000

Hi Ed,

As requested, new DD \$3.15 will run for another 12 months 01/08/22 – 30/07/23.

Thanks
 Katy

From: ED McCutchan <[REDACTED]@coles.com.au>
Sent: Thursday, 30 June 2022 1:02 PM
To: Venetta Rippon <[REDACTED]@coles.com.au>; Andre Richardson <[REDACTED]@islandberriestasmania.com.au>
Cc: Katy Vlahos <[REDACTED]@coles.com.au>
Subject: RE: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

Please run the DD for 12 months
 Thanks
 Ed

From: Venetta Rippon <[REDACTED]@coles.com.au>
Sent: Thursday, 30 June 2022 12:18 PM
To: ED McCutchan <[REDACTED]@coles.com.au>; Andre Richardson <[REDACTED]@islandberriestasmania.com.au>
Cc: Katy Vlahos <[REDACTED]@coles.com.au>
Subject: RE: CPI Recommendation | Island Berries Tasmania_20220531_Spec & Fresh Cheese_CB

Afternoon,

I have actioned the below CPI & RRP.

The DD is ending on Sunday COB 3/7/22. The CPI will take effective from Monday 4/7/22 at \$2.05. The items will revert to \$4.50 normal sell on a white shelf edge ticket from 4/7/22 for the next 4 weeks until 31/7/22.
 Then the items will go back on DD 1/8/22 – 18/10/22 at \$3.15 (this is the original DD end date. @ED McCutchan did you want to change the end date?).

| | | | Current | | | | % Increase | Proposed | | |
|----------|---------|---------------------|---------------|---------------|---------|-------------|------------|---------------|-------------------|-------------|
| Cost ID | | | CP | CP inc TT | RRP | 5th | 5% | New CP | New RRP (reflect) | New 5th |
| 11418031 | 3609315 | CF quince past 100g | \$ [REDACTED] | \$ [REDACTED] | \$ 3.00 | [REDACTED]% | 5.0% | \$ [REDACTED] | \$ 3.15 | [REDACTED]% |
| 11418032 | 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

L2 M9 800 Toorak Road
 Hawthorn East Victoria 3123 Australia

T [REDACTED]
 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 | \$ [REDACTED] | \$ [REDACTED] | \$ [REDACTED] | \$ 3.00 | [REDACTED]% | 5.0% | \$ [REDACTED] | \$ 3.15 | [REDACTED]% |
| 3609315 | CF fig and walnut | \$ [REDACTED] | \$ [REDACTED] | \$ [REDACTED] | \$ 3.00 | [REDACTED]% | 5.0% | \$ [REDACTED] | \$ 3.15 | [REDACTED]% |

From: Andre Richardson <[REDACTED]@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 <[REDACTED]@islandberriestasmania.com.au>; Andre Richardson <[REDACTED]@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 | \$ [REDACTED] | \$ [REDACTED] | \$ 3.00 | [REDACTED]% | 5.0% | \$ [REDACTED] | \$ 3.15 | [REDACTED]% |
| 3609315 | CF fig and walnut | \$ [REDACTED] | \$ [REDACTED] | \$ 3.00 | [REDACTED]% | 5.0% | \$ [REDACTED] | \$ 3.15 | [REDACTED]% |

Thanks
 Ed

Ed McCutchan
 Assistant Category Manager
 Deli - Entertaining

L2 M9 800 Toorak Road
 Hawthorn East Victoria 3123 Australia
 E [REDACTED]@coles.com.au
 P [REDACTED]

coles
 Value the Australian way

This email and any attachments may contain privileged and confidential information and are intended for the named addressee only. If you have received this e-mail in error, please notify the sender and delete this e-mail immediately. Any confidentiality, privilege or copyright is not waived or lost because this e-mail has been sent to you in error. It is your responsibility to check this e-mail and any attachments for viruses. No warranty is made that this material is free from computer virus or any other defect or error. Any loss/damage incurred by using this material is not the sender's responsibility. The sender's entire liability will be limited to resupplying the material.