

FW: CPI Price Rise Actions

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Attachments: Coles CCEP Value Chains Jan 31 2022 Price Rise.xlsx (136.33 kB)

Hi James/Sam,

Following on from our CPI discussion yesterday please find attached the updated VC spreadsheet with the dealer funding % as requested included at bottom of value chains (line 73).

Some key points to note:

- Of the 28 like for like promotional mechanics, 19 are holding or improving dealer funding % for Coles
- As a total, \$ case deals are declining for Coles, driven by the forecasted decrease in volumes, however on a per unit basis funding is holding steady at \$[REDACTED] per unit (summary sheet).
- 1.25L Cola's the dealer funding % is declining for both the 2 for \$4 and Nat HP mechanic, due to the 12% increase in the RRP on shelf.
- The value chains has been updated as per your call outs Fin
 - 1.25L MFLS 40% off promo point's adjusted to be rounded and funding updated
 - 10 Pack MFLS HP plus CDS promo price points have been aligned to 10 pack Soft Drinks

Regards,

Nick

Nick Hatzioannou

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