

## Soft Drinks/ Energy Drinks CPI price changes

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**Date:** Tue, 11 Jan 2022 14:00:09 +1100  
**Attachments:** CPI changes revised.pptx (60.88 kB)

Hi Sydney

I've pulled together a summary of the approach we are taking on our major CPIs across Soft Drinks and Energy – CCEP, Asahi and Frucor in particular.

Key changes will be on the following bundles:

- \* Coke 2ltr, currently on DD, white ticket 12/1, moving to hi-lo on 2/2, and returning to DD at a higher price 12 weeks later
- \* Kirks 10pack, currently DD, white ticket 19/1, moving to hi-lo on 2/2, returning to DD at a higher price 12 weeks later
- \* Pepsi 30 pack, currently DD, white ticket 12/1, moving to hi-lo on 2/2, returning to DD at a higher price 12 weeks later – although we would like to investigate expediting this if the market moves earlier.
- \* Pepsi 2ltr, currently DD, white ticket 19/1, moving to Everyday 2/2 at a higher price.

Any questions let me know.

Regards,

**James Cubbon**

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Good things. Great value.