

## RE: PAF's Post Price Rise | CCEP

**From:** Benjamin Henry <[REDACTED]@ccep.com>  
**To:** Sam Hamza <[REDACTED]@coles.com.au>; Jenny Burns <[REDACTED]@coles.com.au>; James Cubbon <[REDACTED]@coles.com.au>  
**Date:** Tue, 18 Jan 2022 12:07:55 +1100  
**Attachments:** PAF Soft Drinks - CCEP - Feb 2022 - Kirks 10pk & 2L (new promos).xlsx (310.49 kB)

Hi Sam & Jenny,

Please find attached.

Thanks,

Ben

**From:** Sam Hamza <[REDACTED]@coles.com.au>  
**Sent:** Tuesday, 18 January 2022 8:47 AM  
**To:** Jenny Burns <[REDACTED]@coles.com.au>; James Cubbon <[REDACTED]@coles.com.au>; Benjamin Henry <[REDACTED]@ccamatil.com>  
**Subject:** RE: PAF's Post Price Rise | CCEP

Hi Ben,

How are you going with the 2x PAFs commencing 9/2? We've got a catalogue deadline of tomorrow for changes

Thanks  
 Sam

**From:** Sam Hamza  
**Sent:** Thursday, 13 January 2022 5:21 PM  
**To:** Jenny Burns <[REDACTED]@coles.com.au>; James Cubbon <[REDACTED]@coles.com.au>; Benjamin Henry <[REDACTED]@ccamatil.com>  
**Subject:** FW: PAF's Post Price Rise | CCEP  
**Importance:** High

Hi Jenny,

Please key the following and make the relevant updates in Catalogue

- \* Bulk cans
- \* Energy

Hi Ben, can you please update Kirks 10s and 2L PAFs to commence H/L programs from 9/2 – we have been able to bring this forward.

Thanks  
 Sam

**From:** Benjamin Henry <[REDACTED]@ccep.com>  
**Sent:** Thursday, 13 January 2022 3:23 PM  
**To:** Sam Hamza <[REDACTED]@coles.com.au>; Jenny Burns <[REDACTED]@coles.com.au>  
**Subject:** FW: PAF's Post Price Rise | CCEP  
**Importance:** High

Hi Sam & Jenny,

Here are the price rise PAF's.

Cheers,

Ben

**From:** Chris Axais <[REDACTED]@ccamatil.com>  
**Sent:** Monday, 20 December 2021 2:28 PM  
**To:** Jenny Burns <[REDACTED]@coles.com.au>  
**Cc:** Sam Hamza <[REDACTED]@coles.com.au>; James Cubbon <[REDACTED]@coles.com.au>; Lee Presnell <[REDACTED]@ccamatil.com>; Benjamin Henry <[REDACTED]@ccamatil.com>; Nathan Stewart <[REDACTED]@ccamatil.com>; Nick Hatzioannou <[REDACTED]@ccamatil.com>  
**Subject:** PAF's Post Price Rise | CCEP

**Importance:** High

Hi Jenny,

Hope you had a nice weekend.

Please find attached updated PAF's for our cost price increase 2022. These kick off from 2/2/2022.

The attached includes all PAFS for soft drinks and energy.

Any questions please don't hesitate to call myself or Lee.

Thanks,  
Chris.

**Chris Axais**

**Customer Activation Manager – Coles Supermarkets**

**Coca-Cola Europacific Partners Australia**

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