

CCEP - WIP Soft Drink Minutes - 08/03/22

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Hi James/Sam,

Thanks for your time again this morning I have listed the minutes from our meeting let me know if there's anything else you would like to include.

WIP

May 30th Range Update

- o Confirmation the following lines have been accepted into range
 - § 12x300ml Sprite NS, Fanta NS, Coke VC NS, Deep Spring & 4x250ml O/Pass
 - § Deep Spring 10 Pack – James open to ranging SKU's in September review however believes SKU's (Flavoured Mineral water should form of Sparkling water).
 - § Fanta NS raspberry 1.25ltr – James open to ranging as a replacement for current CCEP SKU however would need to be right decision for customer.

Kirks 10 pack

- o Nick advised that on the back of the success across the total retail market of the Hi/Lo program, CCEP will be only be supporting a Hi/Lo strategy moving forward.
- o Nick to share Hi/Lo program/modelling with James & Sam on Friday @ 9.30.
- o Sam shared concerns re % margin & profitability of EDV program vs Hi/Lo based on his analysis.
- o Sam requested change to program next 2 weeks – Benry to send though updated PAF's. Completed

Coke 2ltr

- o Sam requested bringing forward Down Down implementation to 23/3.
- o CCEP aligned based on stock supply – Benry to confirm.
- o CCEP to send through change of promotional program for price establishment. Completed

12x300ml

- o Sam requested a revised program reducing frequency on multi buys with a focus on enhanced execution & increased PDQ's on single price point weeks.
- o Exception being where 12x300ml is located on OFD.

Other

- o CCEP to review 5th % margin on 24 pack w/c 7/7 as this is currently lower than LY.
- o CCEP to review promo grid specifically HP activity on bulk cans to ensure Coles frequency is aligned with market for H2.
- o June only online multibuy for a cyber promotion on 22/6 – Benry to review & advise.

Thx

Nick

Nick Hatzioannou

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