

## Unique Health CPI Request (BRAGG)

**From:** Kylie Mannix <[REDACTED]@uhp.com.au>  
**To:** Jack Jorgensen <[REDACTED]@coles.com.au>; Luke Deering <[REDACTED]@coles.com.au>  
**Cc:** Cost Price Increase Requests <costpriceincreaserequests@coles.com.au>; Jackie Goldston <[REDACTED]@gmail.com>  
**Date:** Thu, 07 Apr 2022 13:34:11 +1000  
**Attachments:** Summary - Unique Health Product.xlsx (76.9 kB)

Hi Jack,

We are looking forward to working with you across the Health Foods portfolio. The two brands of ours that fall without your categories are **CLIF Bar** and **Bragg**. We are looking forward to meeting you in person in the next few months.

In the meantime, we were in the process of working with the CPI team and Signed with regards to a much-needed price rise for Bragg. You will see some of the communication below and we can forward previous discussion as needed.

There have been significant impacts to our Australian-owned, family business of having our price rise request only partially accepted last year, on top of the recent price increases we have seen which include continued rising supply chain and ingredient/ product costs.

We respect Signed's decision to reject however we would like to proceed with further negotiations to ensure we can viably maintain supply. Do you have a confidentiality agreement template that we can complete to enable us to share our invoices to prove product cost increases over the past 2 years and going forward?

Uniquely,  
**Kylie Mannix**  
 Head of Sales & Marketing



**From:** Signed Read <[REDACTED]@coles.com.au>  
**Sent:** Monday, 28 March 2022 11:56 AM  
**To:** Kylie Mannix <[REDACTED]@uhp.com.au>; Jackie Goldston <[REDACTED]@uhp.com.au>  
**Cc:** Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Jack Jorgensen <[REDACTED]@coles.com.au>; Luke Deering <[REDACTED]@coles.com.au>  
**Subject:** Unique Health CPI Request

Hi both,

I hope you are well?

I am writing to advise that further to your request for a cost price increase on the Bragg Seasoning, I am rejecting the cost price increase at this time. As per the table below, the VMO team have only been able to validate 2% of the increase requested, and we took a CPI on this line less than 12 months ago.

Last cost price change	SKU No	SKU Name	Last 12 months COGS \$	Increase request from supplier		CCT Recommendation	
				% Increase Request	Value Request	% Increase Accept	Value Accept \$
Apr-21	3139426	BRAGG SEASONING NUTRITIONAL YEAST PREMIUM QUALITY:127 GRAM	\$ 698,485	24.4%	\$ 170,658	2.0%	\$ 13,920
			698,485	24.4%	170,658	2.0%	13,920
GAP							(156,738)

Please see attached the summary of the analysis. Once you have looked through, please let me know how you would like to proceed.

Next steps from the VMO team are below:

### Next Steps:

If the prices seen in our market indices do not correlate to the price trends experienced by the supplier, they can provide us with some sort of documentary evidence to support price movements they have quoted (either in the form of contracts or invoices)

Coles is committed to protecting the confidentiality of any data provided by any supplier as part of the cost price adjustment process. However, to address any concerns they may have about the provision of confidential information the supplier may:

- Enter into a confidentiality agreement in relation to the information provided (with Coles CCT) i.e. to share invoices to confirm the cost increases
- Engage an independent third party to conduct a confidential review of the information and provide a recommendation to Coles. The identity of the independent third party is to be agreed between the supplier and Coles and the cost of such review will be shared equally by both parties.

Thanks,

Signed

**Sioned Read**

Senior Category Manager Health Foods

**Breakfast & Health**

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E REDAC@coles.com.au

**coles**

Value the Australian way

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