

RE: Unique Health CPI Request (BRAGG)

From: Jackie Goldston <[REDACTED]@uhp.com.au>
To: Jack Jorgensen <[REDACTED]@coles.com.au>; Tim Bell <[REDACTED]@coles.com.au>; Kylie Mannix <[REDACTED]@uhp.com.au>
Cc: Cost Price Increase Requests <costpriceincreaserequests@coles.com.au>; Aleksandra Drazic <[REDACTED]@coles.com.au>; Luke Deering <[REDACTED]@coles.com.au>
Date: Thu, 28 Jul 2022 14:32:12 +1000
Attachments: Bragg - Price Rise Analysis-Coles-2872022.xlsx (115.94 kB)

Hi Jack,

Thanks for the opportunity to offer our input around recommended retail and promotional price points, as well as unit deal/scan deal support.

Over the past few months, the price of Bragg Nutritional Yeast has reset to \$18.95 (following the rollout of our price rise to our retailer customers across Australia). There is another Bragg price rise in October, which will lift the retail RRP to \$19.95.

Our recommendation is to set the RRP at \$18.95 in Coles. Please find attached our current vs new trading plan including RRP, pricing and deals.

In summary, we believe one of the two below (and attached) options offer the best ROI for both Coles and Unique, whilst keeping Coles pricing very competitive within the market into the future.

1. Current vs RRP \$18.95 with EDLP of \$16.50 with 17% price increase
 - Coles GP [REDACTED] or \$[REDACTED] increase
2. Current vs RRP \$18.95 with 12 weeks at 20% with 24% price increase
 - Coles GP [REDACTED] or \$[REDACTED] increase

I look forward to your feedback.

Uniquely,
Jackie Goldston
 Strategic Marketing Manager



Unique Health Products
Natural | Organic
Fair Trade | EcoFriendly

DIRECT: [REDACTED] PII
 MOBILE: [REDACTED]
 FREECALL: 1800 787 904
 FREEFAX: 1800 787 905



From: Jackie Goldston <[REDACTED]@uhp.com.au>
Sent: Tuesday, 26 July 2022 3:16 PM
To: Jack Jorgensen <[REDACTED]@coles.com.au>; Tim Bell <[REDACTED]@coles.com.au>; Kylie Mannix <[REDACTED]@uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <[REDACTED]@coles.com.au>; Luke Deering <[REDACTED]@coles.com.au>

Subject: RE: Unique Health CPI Request (BRAGG)

Hi Jack,

We will pull together a summary and our recommendations and get it back to ASAP.

Uniquely,
Jackie Goldston
 Strategic Marketing Manager



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From: Jack Jorgensen <**REDACTED - PII** @coles.com.au>
Sent: Tuesday, 26 July 2022 2:55 PM
To: Jackie Goldston <**REDACTED - PII** @uhp.com.au>; Tim Bell <**REDACTED - PII** @coles.com.au>; Kylie Mannix <**REDACTED - PII** @uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <**REDACTED - PII** @coles.com.au>; Luke Deering <**REDACTED - PII** @coles.com.au>
Subject: RE: Unique Health CPI Request (BRAGG)

Hi Jackie,

We are still reviewing what the future commercial/trade plan will look like. We will require your input around recommended retail and promotional price points, as well as unit deal/scan deal support. Could you please also send through your updated trading strategy? A current vs new trading plan to get a view of the total sales and margin impact. This should include updated RRP's, promo price points and unit deals. Could you please then summarise the total sales and margin change pre vs post implementation. This will allow us to review and provide you more accurate guidance on your questions below.

If you have any questions, or need some further guidance on this, please let me know.

Thanks,
Jack

From: Jackie Goldston <REDACTED@uhp.com.au>
Sent: Monday, 18 July 2022 11:06 AM
To: Jack Jorgensen <REDACTED-@coles.com.au>; Tim Bell <REDACTED@coles.com.au>; Kylie Mannix <RED@uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <REDACTED - PII @coles.com.au>; Luke Deering <REDACTED-@coles.com.au>
Subject: RE: Unique Health CPI Request (BRAGG)

Thank you for the proposed 17.1% CPI.

We do have a few questions.

To assist in our analysis of the impact on this potentially smaller CPI increase, are you able to let us know your planned sale price and what promotional expectation you will have for the SKU please.

Uniquely,
Jackie Goldston
 Strategic Marketing Manager



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From: Jack Jorgensen <REDACTED-@coles.com.au>
Sent: Monday, 18 July 2022 9:01 AM
To: Jackie Goldston <REDACTED@uhp.com.au>; Tim Bell <REDACTED@coles.com.au>; Kylie Mannix <RED@uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <REDACTED - PII @coles.com.au>; Luke Deering <REDACTED-@coles.com.au>
Subject: RE: Unique Health CPI Request (BRAGG)

Hi Jackie,

I hope you've been well.

Based on what you shared with the Coles team, we can accept 17.1% of your 24.4% CPI request. I've summarised the initial submission and updated information below:

Submission Form				Additional Info pack	
Commodity	% Mvmt	% Cost	% Impact	% Mvmt	% Impact
BRAGG Nutritional Yeast whole product	REDACTED%	REDACTED%	REDACTED%	REDACTED%	REDACTED%
Packaging Material 1	REDACTED%	REDACTED%	REDACTED%	REDACTED%	REDACTED%
Freight	REDACTED%	REDACTED%	REDACTED%	REDACTED%	REDACTED%
Utilities 1	REDACTED%	REDACTED%	REDACTED%	REDACTED%	REDACTED%
Labour	REDACTED%	REDACTED%	REDACTED%	REDACTED%	REDACTED%
Other Overheads (Incl. Margin)	REDACTED%	REDACTED%	REDACTED%	REDACTED%	REDACTED%
		100.0%	24.9%		17.1%

Key call outs:

- Your submission said REDACTED% to the Yeast product, but the info you shared was only +REDACTED%.

Let me know if you have any questions or would like to discuss in further detail.

Thanks,
Jack

From: Jackie Goldston <REDACTED@uhp.com.au>

Sent: Tuesday, 28 June 2022 8:23 AM

To: Tim Bell <REDACTED@coles.com.au>; Kylie Mannix <REDACTED@uhp.com.au>

Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <REDACTED - PII@coles.com.au>; Jack Jorgensen <REDACTED - @coles.com.au>; Luke Deering <REDACTED - @coles.com.au>

Subject: Re: Unique Health CPI Request (BRAGG)

Thanks Tim.

Uniquely,
Jackie Goldston
Strategic Marketing Manager



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From: Tim Bell <REDACTED@coles.com.au>
Sent: Monday, June 27, 2022 4:29:14 PM
To: Jackie Goldston <REDACTED@uhp.com.au>; Kylie Mannix <REDACTED@uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <REDACTED - PII@coles.com.au>; Jack Jorgensen <REDACTED - @coles.com.au>; Luke Deering <REDACTED - @coles.com.au>
Subject: RE: Unique Health CPI Request (BRAGG)

Hi Jackie,

Thanks for sharing – this should be enough for now from your end. I'll assess what you've shared and provide an update to the Category Team accordingly by the end of this week

Please feel free to send through any specific questions or queries in the meantime

Kind regards,

Tim Bell

Senior Commercial Cost Analyst
Transformation & BU Support

L2 M10 800 Toorak Road
Hawthorn East Victoria 3123 Australia

T REDACTED - @coles.com.au
E REDACTED@coles.com.au

coles

Value the Australian way

From: Jackie Goldston <REDACTED@uhp.com.au>
Sent: Tuesday, 21 June 2022 6:01 AM
To: Tim Bell <REDACTED@coles.com.au>; Kylie Mannix <REDACTED@uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <REDACTED - PII@coles.com.au>; Jack Jorgensen <REDACTED - @coles.com.au>; Luke Deering <REDACTED - @coles.com.au>
Subject: RE: Unique Health CPI Request (BRAGG)

Hi Tim,

I am following up as Kylie is on annual leave.

Please find attached the invoices showing pricing and further documentation of pricing relevant cost increases.

Can you please let us know of the correct procedure to follow for the next steps?

Uniquely,

Jackie Goldston
Strategic Marketing Manager



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FREEFAX:	1800 787 905



From: Timothy Bell <REDACTED@coles.com.au>
Sent: Thursday, 12 May 2022 3:12 PM
To: Kylie Mannix <RED@uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <REDACTED - PII @coles.com.au>; Jack Jorgensen <REDACTED - @coles.com.au>; Luke Deering <REDACTED @coles.com.au>; Jackie Goldston <REDA@uhp.com.au>
Subject: RE: Unique Health CPI Request (BRAGG)

Hi Kylie,

We've now completed signing, finalised document attached

Please let me know if you have any questions about next steps etc.

Kind regards,

Tim Bell

Senior Commercial Cost Analyst
Transformation & BU Support

L2 M10 800 Toorak Road
Hawthorn East Victoria 3123 Australia

T REDACTED - PII
E REDACTE @coles.com.au

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From: Kylie Mannix <[REDACTED]@uhp.com.au>
Sent: Monday, 9 May 2022 1:54 PM
To: Timothy Bell <[REDACTED]@coles.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <[REDACTED] - PII @coles.com.au>; Jack Jorgensen <[REDACTED] - [REDACTED]@coles.com.au>; Luke Deering <[REDACTED]@coles.com.au>; Jackie Goldston <[REDACTED]@uhp.com.au>
Subject: Unique Health CPI Request (BRAGG)

Hi Tim,

Please see the signed agreement, ready for you to finalise.

Thanks.

Uniquely,
Kylie Mannix
Head of Sales & Marketing



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DIRECT:	[REDACTED]
MOBILE:	[REDACTED]
FREECALL:	1800 787 904
FREEFAX:	1800 787 905



From: Timothy Bell <REDACTED@coles.com.au>

Date: 26 April 2022 at 1:32:52 pm AEST

To: Kylie Mannix <RED@uhp.com.au>

Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>, Aleksandra Drazic

<REDACTED - PII @coles.com.au>, Jack Jorgensen <REDACTED - @coles.com.au>, Luke

Deering <REDACTED @coles.com.au>, Jackie Goldston <REDA@uhp.com.au>

Subject: RE: Unique Health CPI Request (BRAGG)

ICC SYDNEY
DARLING HARBOUR

VISIT US AT STAND F32

Hi Kylie,

Here's the populated agreement ready for signing at your end. Can you please get it signed + witnessed (either print/scan or digital signature) then send it back and we'll finalise signing

If you have any questions please do not hesitate to reach out

Kind regards,

Tim Bell

Senior Commercial Cost Analyst

Transformation & BU Support

L2 M10 800 Toorak Road

Hawthorn East Victoria 3123 Australia

T REDACTED -

E REDACTED@coles.com.au

From: Kylie Mannix <RED@uhp.com.au>

Sent: Tuesday, 26 April 2022 12:45 PM

To: Timothy Bell <REDACTED@coles.com.au>

Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic

<REDACTED - PII @coles.com.au>; Jack Jorgensen <REDACTED - @coles.com.au>; Luke

Deering <REDACTED @coles.com.au>; Jackie Goldston <REDA@uhp.com.au>

Subject: RE: Unique Health CPI Request (BRAGG)

Hi Tim,

1. Full Business Name – Unique Health Products Pty Ltd
2. ABN – 49 107 611 272
3. Business address - 1/15 Rawlins Circuit, Kunda Park, QLD, 4556.

Thanks so much, we look forward to receiving the NDA.

Uniquely,
Kylie Mannix
Head of Sales & Marketing

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MOBILE:
FREECALL:
FREEFAX:

REDACTED -
PII

1800 787 904
1800 787 905

From: Timothy Bell <[REDACTED]@coles.com.au>
Sent: Monday, 11 April 2022 11:40 AM
To: Kylie Mannix <[REDACTED]@uhp.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic <[REDACTED - PII]@coles.com.au>; Jack Jorgensen <[REDACTED - PII]@coles.com.au>; Luke Deering <[REDACTED]@coles.com.au>; Jackie Goldston <[REDACTED - PII]@gmail.com>
Subject: RE: Unique Health CPI Request (BRAGG)

Hi Kylie,

Can you please let me know:

1. Full Business Name
2. ABN
3. Business address

Once received I can populate and share the standard NDA that we use for CPI agreements

If you have any questions along the journey please do not hesitate to reach out

Kind regards,

Tim Bell

Senior Commercial Cost Analyst

Transformation & BU Support

L2 M10 800 Toorak Road

Hawthorn East Victoria 3123 Australia

T REDACTED -

E REDACTED - @coles.com.au

From: Kylie Mannix <REDACTED - @uhp.com.au>**Sent:** Saturday, 9 April 2022 7:42 AM**To:** Jack Jorgensen <REDACTED - @coles.com.au>**Cc:** Luke Deering <REDACTED - @coles.com.au>; Cost Price Increase Requests

<CostPriceIncreaseRequests@coles.com.au>; Aleksandra Drazic

<REDACTED - PII @coles.com.au>; Jackie Goldston <REDACTED - PII @gmail.com>

Subject: Re: Unique Health CPI Request (BRAGG)

Thanks Jack.

Uniquely,

Kylie Mannix

Head of Sales & Marketing

Unique Health Products**Natural | Organic****Fair Trade | Eco|Friendly**DIRECT:
MOBILE:
FREECALL:REDACTED -
PII

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FREEFAX:

1800 787 905

On 8 Apr 2022, at 8:48 pm, Jack Jorgensen <REDACTED - [REDACTED]@coles.com.au> wrote:

Hi Kylie,
Nice to meet you over email. I'm looking forward to working with you.
Yes, we should be able to organise some documents to be sent across.

Hi CPI team,
Is this something you would be able to support Kylie and the team with?

Any questions please let me know.

Thanks,
Jack

From: Kylie Mannix <RED[REDACTED]@uhp.com.au>
Sent: Thursday, 7 April 2022 1:23 PM
To: Jack Jorgensen <REDACTED - [REDACTED]@coles.com.au>; Luke Deering <REDACTED - [REDACTED]@coles.com.au>
Cc: Cost Price Increase Requests <CostPriceIncreaseRequests@coles.com.au>; Jackie Goldston <REDACTED - PII [REDACTED]@gmail.com>
Subject: Unique Health CPI Request (BRAGG)

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

Unique Health Products

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FREEFAX:

REDACTED -
PII

1800 787 904
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From: Sioned 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.

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:

- a. Enter into a confidentiality agreement in relation to the information provided (with Coles CCT) i.e. to share invoices to confirm the cost increases
- b. 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

L1 M9 800 Toorak Road
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entire liability will be limited to resupplying the material.