

RE: 30% Off PAF for DD lines

From: Cameron Teale <[REDACTED]@arnotts.com>
To: Connie Brooker <[REDACTED]@coles.com.au>; Beccy Thompson <[REDACTED]@coles.com.au>
Cc: Alanna Biordi <[REDACTED]@coles.com.au>
Date: Fri, 20 May 2022 14:20:32 +1000
Attachments: PAF - ARNOTTS - 2022 - DD 25.05 30% off.xlsx (92.85 kB)

Hi Connie,

The attached file has been updated

Kind Regards,
 Cameron Teale
 Promotions Manager



t [REDACTED] | f [REDACTED] | m [REDACTED]

Campbell Arnott's | 24 George Street | North Strathfield | NSW | 2137 | Australia

From: Connie Brooker <[REDACTED]@coles.com.au>
Sent: Friday, 20 May 2022 1:55 PM
To: Cameron Teale <[REDACTED]@arnotts.com>; Beccy Thompson <[REDACTED]@coles.com.au>
Cc: Alanna Biordi <[REDACTED]@coles.com.au>
Subject: RE: 30% Off PAF for DD lines
Importance: High

External Mail

Hi Cameron,

PAF won't upload due to incorrect dates & duration.
 Can you please adjust the start dates on this PAF to read 25.05 & the duration to 7 days for next week promo.
 Please re-send ASAP

Thanks
 Connie

From: Cameron Teale <[REDACTED]@arnotts.com>
Sent: Wednesday, 18 May 2022 4:47 PM
To: Beccy Thompson <[REDACTED]@coles.com.au>
Cc: Connie Brooker <[REDACTED]@coles.com.au>; Alanna Biordi <[REDACTED]@coles.com.au>
Subject: RE: 30% Off PAF for DD lines

Hi Beccy,

Although running a 30% off promotion isn't in our strategy, happy to support on the condition this would be an in-store promotion only

We are experiencing intermittent supply issues on our Tiny Teddy Variety & Shapes Variety lines which we have been calling out in collab. Aligned on running the promotion with the knowledge the supply outlook will be challenged

Please see attached the PAFs, feel free to reach out if you have any questions.

Kind Regards,
 Cameron Teale
 Promotions Manager



t [REDACTED] | f [REDACTED] | m [REDACTED]

Campbell Arnott's | [REDACTED]

From: Beccy Thompson <[REDACTED]@coles.com.au>
Sent: Wednesday, 18 May 2022 4:18 PM
To: Cameron Teale <[REDACTED]@arnotts.com>
Cc: Connie Brooker <[REDACTED]@coles.com.au>; Alanna Biordi <[REDACTED]@coles.com.au>
Subject: Re: 30% Off PAF for DD lines

External Mail

Hi Cam,

This is coles policy and can not happen.

Please can you honour the paf for the 30% off promo

Thanks

Sent from my iPhone

On 18 May 2022, at 3:36 pm, Cameron Teale <[REDACTED]@arnotts.com> wrote:

Hi Connie,

As discussed, our preference is to re-establish as soon as possible (2 weeks - Pending sign off from the value team)

Kind Regards,
Cameron Teale
Promotions Manager

[image003.png]

t [REDACTED] | f [REDACTED] | m [REDACTED]

Campbell Arnott's [REDACTED - PII]

From: Connie Brooker <[REDACTED]@coles.com.au>
Sent: Wednesday, 18 May 2022 8:52 AM
To: Cameron Teale <[REDACTED]@arnotts.com>
Cc: Alanna Biordi <[REDACTED]@coles.com.au>; Beccy Thompson <[REDACTED]@coles.com.au>
Subject: 30% Off PAF for DD lines
Importance: High

⚠ External Mail
Hi Cameron,

With our Down Down process we need to hold the new regular sell on white ticket for 4 weeks before moving to Down Down tickets.
As such we'll need to add the following lines to the 30% off master brand activity next week. Can you please provide the PAF so I can get keyed urgently

328910 Arnotts Biscuits Family Assorted 500GRAM
3861100 Arnotts Party Pack Jatz Crackers 420GRAM
3861110 Arnotts Party Pack Savoy Crackers 420GRAM
3659120 Arnotts Shapes Party Pack Barbeque Crackers 400GRAM
3659131 Arnotts Shapes Party Pack Chicken Crimpy Crackers 400GRAM
3182695 Arnotts Favourites Biscuits 15 Pack 375GRAM
3182775 Arnotts Mini Variety Biscuits 12 pack 292GRAM
2992180 Arnotts Shapes Variety Crackers 15 Pack 375GRAM
2992135 Arnotts Tiny Teddy Variety Biscuits 15 Pack 375GRAM

thanks
Connie Brooker
BCC Biscuits
Impulse
L1 M9 800 Toorak Road
Hawthorn East Victoria 3123 Australia
T [REDACTED]
M [REDACTED]
E [REDACTED]@coles.com.au<mailto:[REDACTED]@coles.com.au>

[image001.png]

[image002.png]

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