

RE: Down Down arnott lines

From: Lawson Thomas <[REDACTED]@coles.com.au>
To: Beccy Thompson <[REDACTED]@coles.com.au>
Cc: Connie Brooker <[REDACTED]@coles.com.au>; Sydney Brasch <[REDACTED]@coles.com.au>
Date: Wed, 11 May 2022 16:04:10 +1000

Hi Beccy,

We need to be at the CPI price for 4 weeks – this would mean the earliest we can move to the new Down Down price is 15/06.

Pricing increases during the Down Down period:

Occasionally there is a need to increase prices whilst an item is within the Down Down program due to supplier cost increases or competitive activity. If this occurs the following rules must be met:

- Notify Merchandise Compliance Team and the Value team of proposed activity so can determine if there are any unintended consequences
- Obtain signoff from the Value Forum and the BU GM
- Increase the price and hold for 4 weeks on a standard shelf edge ticket with no simple promotions (standard establishment rules apply),
- Put back onto Down Down at a price point that reflects the supplier cost price increase or competitive activity.
- Notify the POS team 1 week prior so they can update What's In Store POS guide on Connect

Thanks,

Lawson

From: Rebecca Thompson <[REDACTED]@coles.com.au>
Sent: Wednesday, 11 May 2022 1:41 PM
To: Lawson Thomas <[REDACTED]@coles.com.au>
Cc: Connie Brooker <[REDACTED]@coles.com.au>
Subject: Down Down arnott lines
Importance: High

Hi Lawson,

Are you happy that we move to the new price on the Down Down lines as currently we have removed tickets but not moved retail.

Plan would be to move to new price point on the 18th, promote as 30% off during MB week on the 25th and then change to Down Down 8th June.

Please confirm you are happy with this plan. It looks like Woolies have removed Down Down but not yet changed retail.

Thanks

Beccy Thompson
Senior Category Manager
 Biscuits

L1 M9 800 Toorak Road
 Hawthorn East Victoria 3123

M [REDACTED]
 E [REDACTED] <[REDACTED]@coles.com.au>
 P [REDACTED]

