

Free Stock Offer to IGA stores - Vittoria Coffee Capsules for Promotion 12 October

- Like the recent “free stock offer” for the Kit Kat Milo launch. We are doing another free stock delivery for the range of **Vittoria Compatible Coffee Capsules 10pks** (Value approx. \$7k total) which we are promoting in IGA Catalogues on w/c 12 October
- This is an incredible offer by the supplier and is linked to a National IGA push to have retailers’ range more profitable categories which was a feature at this year’s Metcash Expo. More details on this are on the next page.
- This offer will encourage retailers to range Australia’s number one coffee capsule range (which are compatible with most leading coffee pod systems) and trial at no cost.
- We do have a small number of retailers stocking some of these SKUs already but as the distribution channels were very low in Tasmania , the free stock offer should help produce better long term growth results for both retailer and supplier than simply running a half price special.
- This free stock will be distributed and delivered via Island Fresh Produce between 5 and 11 October , in readiness for the catalogue promotion commencing on 12 October.
- The free stock arrangement is more complex than the Kit Kat Milo launch as there are tailored free allocations of different combinations of up to 6 SKUs for our large , medium, and small store sizes.
 - 7 large stores receiving 6 cases (6 different SKUs)
 - 35 medium stores receiving 4 cases (4 different SKUs)
 - 44 small stores receiving 2 cases (2 different SKUs)
- If stores wish to order additional stocks then there is ample stock in SIW to supply.
- Do not return unwanted stock to SIW for credit as they have not invoiced you.
- Please make you staff aware that this free stock will be included in IFP deliveries w/c 5th October

Coffee Pods are now the highest growing category with the Coffee market.

These high margin products are taking market share away from the “Instant Coffee” categories that have traditionally low margins.

Ranging these wanted products especially to cater for compatibility with different pod machines will enhance your customer offer and drive better \$ profit in your store.



AUSTRALIA'S NO.1
PURE COFFEE
BRAND*



COMPATIBLE WITH
NESPRESSO® MACHINES

* IRI Scan AUS | Pure Coffee | MAT to 10/07/2022 | Dollars.
* Nespresso is a trademark of Société des Produits Nestlé SA. Neither that company nor its affiliates have manufactured or endorsed this product in any way and have no association to Vittoria Food & Beverage or the Vittoria® Coffee Brand.
Compatible with Nespresso Original machines (not compatible with the Vertuo System).

SIW PN	Description	RRP	RRP Margin	12/10 Case Deal	12/10 Sell Price	Prom Margin
188322	VITTORIA ALU ITAL COMP CAPS	\$ 6.95	25.37%	\$4.50	\$4.45	11.0%
188373	VITTORIA ALU ESP COMP CAPS	\$ 6.95	25.37%	\$4.50	\$4.45	11.0%
188672	VITTORIA ALU DECAF COMP CAPS	\$ 6.95	25.37%	\$4.50	\$4.45	11.0%
188787	VITTORIA ALU LATTE COMP CAPS	\$ 6.95	25.37%	\$4.50	\$4.45	11.0%
189309	VITTORIA ALU FAM CUP COMP CAPS	\$ 6.95	25.37%	\$4.50	\$4.45	11.0%
189552	VITTORIA ALU LUNGO COMP CAPS	\$ 6.95	25.37%	\$4.50	\$4.45	11.0%

MIX ACCELERATOR
HIGH MARGIN/HIGH GROWTH

Example

Share
13% 6.5%

Volume Growth
(-2.4%) 8.4%

Retailer GP
16.8% 30.3%

THE OPPORTUNITY

VOLUME 111% X RETAILER GP 180% = Sustainable Growth 2 times more \$\$

Melosh | LG