

**TV/Digital****Wednesday 03 Jan 2024 - Tuesday 09 Jan 2024 (week 1)**

| Television Advertised              |                                                    | Save   | % Off | Retail   |                  |
|------------------------------------|----------------------------------------------------|--------|-------|----------|------------------|
| 1                                  | Fountain Tomato/BBQ Sauce 2L                       | \$4.01 | ½     | \$3.99   | 20¢ per 100mL    |
| 2                                  | Golden Circle Fruit Drink 1L                       | \$1.50 | ½     | \$1.35   | \$1.35 per 1L    |
| 3                                  | Peters Twin Pole 8pk                               | \$4.01 |       | \$4.49   | N/A              |
| 4                                  | Schwarzkopf Extra Care Shampoo & Conditioner 400mL | \$4.50 | ½     | \$4.49   | \$1.12 per 100mL |
| Television Advertised - Fri 05 Jan |                                                    |        |       |          |                  |
| 5                                  | Produce Line - Refer to Fresh Sheet (Produce)      |        |       | \$0.00kg | N/A              |

| Google Advertised |                                     |        |   |        |                  |
|-------------------|-------------------------------------|--------|---|--------|------------------|
| 1                 | Greenseas Canned Tuna 95g           | \$1.39 | ½ | \$1.30 | \$13.68 per 1kg  |
| 2                 | Nestle Medium Chocolate Bars 35-50g | \$1.10 | ½ | \$1.10 | N/A              |
| 3                 | Uncle Tobys Roll-ups 6pk            | \$2.75 | ½ | \$2.75 | \$2.93 per 100g  |
| 4                 | Nivea Antiperspirant Roll-On 50mL   | \$2.45 | ½ | \$2.30 | \$4.60 per 100mL |

| Facebook Advertised - SOMAT Dishwashing Range - All 50% Off |                                              |  |   |        |     |
|-------------------------------------------------------------|----------------------------------------------|--|---|--------|-----|
| 1                                                           | Somat Auto Dishwasher Range - All Half Price |  | ½ | \$7.99 | N/A |

| Wednesday Catalogue Email Header                           |                                        |        |   |           |                 |
|------------------------------------------------------------|----------------------------------------|--------|---|-----------|-----------------|
| 1                                                          | Golden Circle Fruit Drink 1L           | \$1.50 | ½ | \$1.35    | \$1.35 per 1L   |
| 2                                                          | Greenseas Canned Tuna 95g              | \$1.39 | ½ | \$1.30    | \$13.68 per 1kg |
| Friday Catalogue Email - Honey Mustard BBQ Sausages Recipe |                                        |        |   |           |                 |
| 1                                                          | Pandani Thin BBQ Sausages (7kg) (Deli) |        |   | \$10.99kg | N/A             |

| Website Banner |                              |        |   |        |               |
|----------------|------------------------------|--------|---|--------|---------------|
| 1              | Fountain Tomato/BBQ Sauce 2L | \$4.01 | ½ | \$3.99 | 20¢ per 100mL |
| 2              | Peters Twin Pole 8pk         | \$4.01 |   | \$4.49 | N/A           |

| Radio Advertised |                                                    |        |   |        |                  |
|------------------|----------------------------------------------------|--------|---|--------|------------------|
| 1                | Fountain Tomato/BBQ Sauce 2L                       | \$4.01 | ½ | \$3.99 | 20¢ per 100mL    |
| 2                | Golden Circle Fruit Drink 1L                       | \$1.50 | ½ | \$1.35 | \$1.35 per 1L    |
| 3                | Peters Twin Pole 8pk                               | \$4.01 |   | \$4.49 | N/A              |
| 4                | Schwarzkopf Extra Care Shampoo & Conditioner 400mL | \$4.50 | ½ | \$4.49 | \$1.12 per 100mL |



# Press

Examiner / Mercury / Advocate

Wednesday 03 Jan 2024 - Tuesday 09 Jan 2024 (week 1)

| Thursday 04 Jan - ALL PRESS                        |                                               | Save    | % Off  | Retail    |                 |               |
|----------------------------------------------------|-----------------------------------------------|---------|--------|-----------|-----------------|---------------|
| 1                                                  | Western Star Spreadable 500g                  | \$2.51  |        | \$4.99    | \$1.00 per 100g |               |
| 2                                                  | Arnott's High Tea 400g/Cream Favourites 500g  | \$2.11  |        | \$5.49    | N/A             |               |
| 3                                                  | Ingham's Chicken Breast Nuggets Original 400g | \$1.50  |        | \$5.49    | \$13.73 per 1kg |               |
| Friday 05 Jan - Advocate/Examiner - (Market Fresh) |                                               |         |        |           |                 |               |
| 1                                                  | Produce Line - Refer to Fresh Sheet (Produce) | TV      |        | \$0.00kg  | N/A             |               |
| 2                                                  | Produce Line - Refer to Fresh Sheet (Produce) |         |        | \$0.00kg  | N/A             |               |
| 3                                                  | Produce Line - Refer to Fresh Sheet (Produce) |         |        | \$0.00kg  | N/A             |               |
| Friday 05 Jan - Advocate/Examiner - (Market Fresh) |                                               |         |        |           |                 |               |
| 1                                                  | Eliza's Loaves 500g (POT)                     | \$0.41  |        | \$3.99    | 80¢ per 100g    |               |
| 2                                                  | Pandani Thin BBQ Sausages (7kg) (Deli)        | Digital |        | \$10.99kg | N/A             |               |
| 3                                                  | Beef Scotch Fillet Steak (Meat)               |         |        | \$34.99kg | N/A             |               |
| Friday 05 Jan - Mercury - (Market Fresh)           |                                               |         |        |           |                 |               |
| 1                                                  | Eliza's Loaves 500g (POT)                     | \$0.41  |        | \$3.99    | 80¢ per 100g    |               |
| 2                                                  | Produce Line - Refer to Fresh Sheet (Produce) | TV      |        | \$0.00kg  | N/A             |               |
| 3                                                  | Beef Scotch Fillet Steak (Meat)               |         |        | \$34.99kg | N/A             |               |
| Friday 05 Jan - Mercury                            |                                               |         |        |           |                 |               |
| 1                                                  | Sorbent Toilet Tissue Hypo-Allergenic 12pk    | \$4.00  |        | \$7.99    | 37¢ per 100sh   |               |
| 2                                                  | Coca-Cola 30 x 375mL                          | \$13.55 |        | \$25.55   | \$2.27 per 1L   |               |
| 3                                                  | Peters Original Ice Cream 2L                  | \$1.70  |        | \$5.49    | 27¢ per 100mL   |               |
| Saturday 06 Jan - Advocate & Examiner              |                                               |         |        |           |                 |               |
| 1                                                  | Sorbent Toilet Tissue Hypo-Allergenic 12pk    | \$4.00  |        | \$7.99    | 37¢ per 100sh   |               |
| 2                                                  | Coca-Cola 30 x 375mL                          | \$13.55 |        | \$25.55   | \$2.27 per 1L   |               |
| 3                                                  | Peters Original Ice Cream 2L                  | \$1.70  |        | \$5.49    | 27¢ per 100mL   |               |
| Saturday 06 Jan - Mercury Front Page               |                                               |         |        |           |                 |               |
| 1                                                  | Fountain Tomato/BBQ Sauce 2L                  | TV      | \$4.01 | ½         | \$3.99          | 20¢ per 100mL |
| 2                                                  | Peters Twin Pole 8pk                          | TV      | \$4.01 |           | \$4.49          | N/A           |
| 3                                                  | Golden Circle Fruit Drink 1L                  | TV      | \$1.50 | ½         | \$1.35          | \$1.35 per 1L |



# Standard Catalogue

Wednesday 03 Jan 2024 - Tuesday 09 Jan 2024 (week 1)

| Front Page                                     |                                                    |         | Save    | % Off | Retail    |                  |
|------------------------------------------------|----------------------------------------------------|---------|---------|-------|-----------|------------------|
| 1                                              | Fountain Tomato/BBQ Sauce 2L                       | TV      | \$4.01  | ½     | \$3.99    | 20¢ per 100mL    |
| 2                                              | Golden Circle Fruit Drink 1L                       | TV      | \$1.50  | ½     | \$1.35    | \$1.35 per 1L    |
| 3                                              | Peters Twin Pole 8pk                               | TV      | \$4.01  |       | \$4.49    | N/A              |
| 4                                              | Schwarzkopf Extra Care Shampoo & Conditioner 400mL | TV      | \$4.50  | ½     | \$4.49    | \$1.12 per 100mL |
| 5                                              | Beef Scotch Fillet Steak (Meat)                    | Press   |         |       | \$34.99kg | N/A              |
| Page 2                                         |                                                    |         |         |       |           |                  |
| 1                                              | Greenseas Canned Tuna 95g                          | Digital | \$1.39  | ½     | \$1.30    | \$13.68 per 1kg  |
| 2                                              | Nestle Medium Chocolate Bars 35-50g                | Digital | \$1.10  | ½     | \$1.10    | N/A              |
| 3                                              | Uncle Tobys Roll-ups 6pk                           | Digital | \$2.75  | ½     | \$2.75    | \$2.93 per 100g  |
| 4                                              | Nivea Antiperspirant Roll-On 50mL                  | Digital | \$2.45  | ½     | \$2.30    | \$4.60 per 100mL |
| 5                                              | Somat Gold Dishwasher Capsules 25pk                |         | \$9.01  | ½     | \$8.99    | 36¢ per 1ea      |
| 6                                              | Bundaberg Ginger Beer/Soft Drink 375mL             |         | \$1.61  | ½     | \$1.59    | \$4.24 per 1L    |
| 7                                              | Coca-Cola 30 x 375mL                               | Press   | \$13.55 |       | \$25.55   | \$2.27 per 1L    |
| 8                                              | Powerade Sports Drink 1L                           |         | \$2.26  |       | \$3.49    | \$3.49 per 1L    |
| 9                                              | Schweppes Traditional/Mineral Water/Mixers 1.1L    |         | \$0.66  |       | \$1.99    | \$1.81 per 1L    |
| 10                                             | Cheezels/Chickadees 110/125g                       |         | \$0.71  |       | \$2.69    | N/A              |
| 11                                             | Smith's Potato Chips/Doritos Corn Chips 130-175g   |         | \$1.31  |       | \$3.49    | N/A              |
| 12                                             | Allen's Jelly/Mint Confectionery Range 140-200g    |         | \$1.01  |       | \$2.99    | N/A              |
| Page 3                                         |                                                    |         |         |       |           |                  |
| 1                                              | Arnott's High Tea 400g/Cream Favourites 500g       | Press   | \$2.11  |       | \$5.49    | N/A              |
| 2                                              | Nescafé Blend 43 Coffee 500g/Gold 400g             |         | \$6.01  |       | \$19.99   | N/A              |
| 3                                              | Twinings Teabags 10pk                              |         | \$1.00  |       | \$2.49    | N/A              |
| 4                                              | Red Island Extra Virgin Olive Oil 500mL            |         | \$2.51  |       | \$7.99    | \$1.60 per 100mL |
| 5                                              | San Remo La Pasta Range 120g                       |         | \$0.61  |       | \$1.49    | \$1.24 per 100g  |
| 6                                              | Suimin Cup Noodles 70g                             |         | \$0.20  |       | \$1.75    | \$2.50 per 100g  |
| 7                                              | Sorbent Toilet Tissue Hypo-Allergenic 12pk         | Press   | \$4.00  |       | \$7.99    | 37¢ per 100sh    |
| 8                                              | iCare Paper Towel 2pk                              |         | \$0.86  |       | \$2.99    | \$2.49 per 100sh |
| 9                                              | Multix Alfoil 30cm x 20m                           |         | \$1.50  |       | \$3.49    | 17¢ per 1m       |
| 10                                             | Lucky Dog Dry Dog Food 3kg                         |         | \$1.01  |       | \$9.99    | 33¢ per 100g     |
| 11                                             | Whiskas Dry Cat Food 800g                          |         | \$1.00  |       | \$5.49    | 69¢ per 100g     |
| 12                                             | Dine Cat Food Tray 85g                             |         | \$0.36  |       | \$1.19    | \$1.40 per 100g  |
| Page 4                                         |                                                    |         |         |       |           |                  |
| 1                                              | Produce Line - Refer to Fresh Sheet (Produce)      | Press   |         |       | \$0.00kg  | N/A              |
| 2                                              | Produce Line - Refer to Fresh Sheet (Produce)      | Press   |         |       | \$0.00kg  | N/A              |
| 3                                              | JC's Peanuts Salted/Unsalted 500g (Produce)        |         | \$1.21  |       | \$4.99ea  | \$9.98 per 1kg   |
| 4                                              | Eliza's Loaves 500g (POT)                          | Press   | \$0.41  |       | \$3.99    | 80¢ per 100g     |
| 5                                              | Western Star Spreadable 500g                       | Press   | \$2.51  |       | \$4.99    | \$1.00 per 100g  |
| 6                                              | Bega Block Cheese 500g                             |         | \$2.51  |       | \$7.99    | \$15.98 per 1kg  |
| 7                                              | Dairy Farmers Thick & Creamy Yoghurt 140/150g      |         | \$0.85  |       | \$1.75    | N/A              |
| 8                                              | Peters Original Ice Cream 2L                       | Press   | \$1.70  |       | \$5.49    | 27¢ per 100mL    |
| 9                                              | McCain Pizza Slices 600g                           |         | \$2.60  |       | \$7.99    | \$1.33 per 100g  |
| 10                                             | Ingham's Chicken Breast Nuggets Original 400g      | Press   | \$1.50  |       | \$5.49    | \$13.73 per 1kg  |
| Page 5 - Community Co Full Page (Digital Only) |                                                    |         |         |       |           |                  |
| 1                                              | Community Co Canola Oil 750mL                      |         |         |       | \$4.99    | 67¢ per 100mL    |
| 2                                              | Community Co Pitted Kalamata Olives 350g           |         |         |       | \$4.25    | \$12.14 per 1kg  |



Wednesday 03 Jan 2024 - Tuesday 09 Jan 2024 (week 1)

|                                                                            |                                        |         |  |           |                 |
|----------------------------------------------------------------------------|----------------------------------------|---------|--|-----------|-----------------|
| 3                                                                          | Community Co Cordial Syrup 1L          |         |  | \$3.69    | \$3.69 per 1L   |
| 4                                                                          | Community Co Pasta 500g                |         |  | \$1.89    | 38¢ per 100g    |
| 5                                                                          | Community Co Diced Tomatoes 400g       |         |  | \$1.90    | \$4.75 per 1kg  |
| 6                                                                          | Community Co Double Brie Cheese 125g   |         |  | \$5.00    | \$40.00 per 1kg |
| 7                                                                          | Community Co Frozen Beef Burgers 640g  |         |  | \$11.99   | \$18.73 per 1kg |
| <b>Page 6 - Honey Mustard BBQ Sausages Recipe Full Page (Digital Only)</b> |                                        |         |  |           |                 |
| 1                                                                          | Pandani Thin BBQ Sausages (7kg) (Deli) | Digital |  | \$10.99kg | N/A             |



# Press

Examiner / Mercury / Advocate

Wednesday 03 Jan 2024 - Tuesday 09 Jan 2024 (week 1)

| Alpha Sorted List - ALL PRESS (Including Digital) |                                                    | Retail         |                  |
|---------------------------------------------------|----------------------------------------------------|----------------|------------------|
| 1                                                 | Arnott's High Tea 400g/Cream Favourites 500g       | \$5.49         | N/A              |
| 2                                                 | Coca-Cola 30 x 375mL                               | \$25.55        | \$2.27 per 1L    |
| 3                                                 | Eliza's Loaves 500g (POT)                          | \$3.99         | 80¢ per 100g     |
| 4                                                 | Fountain Tomato/BBQ Sauce 2L                       | TV \$3.99      | 20¢ per 100mL    |
| 5                                                 | Golden Circle Fruit Drink 1L                       | TV \$1.35      | \$1.35 per 1L    |
| 6                                                 | Greenseas Canned Tuna 95g                          | Digital \$1.30 | \$13.68 per 1kg  |
| 7                                                 | Ingham's Chicken Breast Nuggets Original 400g      | \$5.49         | \$13.73 per 1kg  |
| 8                                                 | Nestle Medium Chocolate Bars 35-50g                | Digital \$1.10 | N/A              |
| 9                                                 | Nivea Antiperspirant Roll-On 50mL                  | Digital \$2.30 | \$4.60 per 100mL |
| 10                                                | Peters Original Ice Cream 2L                       | \$5.49         | 27¢ per 100mL    |
| 11                                                | Peters Twin Pole 8pk                               | TV \$4.49      | N/A              |
| 12                                                | Schwarzkopf Extra Care Shampoo & Conditioner 400mL | TV \$4.49      | \$1.12 per 100mL |
| 13                                                | Somat Auto Dishwasher Range - All Half Price       | Digital \$7.99 | N/A              |
| 14                                                | Sorbent Toilet Tissue Hypo-Allergenic 12pk         | \$7.99         | 37¢ per 100sh    |
| 15                                                | Uncle Tobys Roll-ups 6pk                           | Digital \$2.75 | \$2.93 per 100g  |
| 16                                                | Western Star Spreadable 500g                       | \$4.99         | \$1.00 per 100g  |



# Catalogue

Wednesday 03 Jan 2024 - Tuesday 09 Jan 2024 (week 1)

| Alpha Sorted List - Catalogue |                                                  | Retail  |                  |
|-------------------------------|--------------------------------------------------|---------|------------------|
| 1                             | Allen's Jelly/Mint Confectionery Range 140-200g  | \$2.99  | N/A              |
| 2                             | Bega Block Cheese 500g                           | \$7.99  | \$15.98 per 1kg  |
| 3                             | Bundaberg Ginger Beer/Soft Drink 375mL           | \$1.59  | \$4.24 per 1L    |
| 4                             | Cheezels/Chickadees 110/125g                     | \$2.69  | N/A              |
| 5                             | Community Co Canola Oil 750mL                    | \$4.99  | 67¢ per 100mL    |
| 6                             | Community Co Cordial Syrup 1L                    | \$3.69  | \$3.69 per 1L    |
| 7                             | Community Co Diced Tomatoes 400g                 | \$1.90  | \$4.75 per 1kg   |
| 8                             | Community Co Double Brie Cheese 125g             | \$5.00  | \$40.00 per 1kg  |
| 9                             | Community Co Frozen Beef Burgers 640g            | \$11.99 | \$18.73 per 1kg  |
| 10                            | Community Co Pasta 500g                          | \$1.89  | 38¢ per 100g     |
| 11                            | Community Co Pitted Kalamata Olives 350g         | \$4.25  | \$12.14 per 1kg  |
| 12                            | Dairy Farmers Thick & Creamy Yoghurt 140/150g    | \$1.75  | N/A              |
| 13                            | Dine Cat Food Tray 85g                           | \$1.19  | \$1.40 per 100g  |
| 14                            | iCare Paper Towel 2pk                            | \$2.99  | \$2.49 per 100sh |
| 15                            | Lucky Dog Dry Dog Food 3kg                       | \$9.99  | 33¢ per 100g     |
| 16                            | McCain Pizza Slices 600g                         | \$7.99  | \$1.33 per 100g  |
| 17                            | Multix Alfoil 30cm x 20m                         | \$3.49  | 17¢ per 1m       |
| 18                            | Nescafé Blend 43 Coffee 500g/Gold 400g           | \$19.99 | N/A              |
| 19                            | Powerade Sports Drink 1L                         | \$3.49  | \$3.49 per 1L    |
| 20                            | Red Island Extra Virgin Olive Oil 500mL          | \$7.99  | \$1.60 per 100mL |
| 21                            | San Remo La Pasta Range 120g                     | \$1.49  | \$1.24 per 100g  |
| 22                            | Schweppes Traditional/Mineral Water/Mixers 1.1L  | \$1.99  | \$1.81 per 1L    |
| 23                            | Smith's Potato Chips/Doritos Corn Chips 130-175g | \$3.49  | N/A              |
| 24                            | Somat Gold Dishwasher Capsules 25pk              | \$8.99  | 36¢ per 1ea      |
| 25                            | Suimin Cup Noodles 70g                           | \$1.75  | \$2.50 per 100g  |
| 26                            | Twinings Teabags 10pk                            | \$2.49  | N/A              |
| 27                            | Whiskas Dry Cat Food 800g                        | \$5.49  | 69¢ per 100g     |