

**TV/Digital****Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)**

| Television Advertised              |                                                | Save   | % Off | Retail   |                 |
|------------------------------------|------------------------------------------------|--------|-------|----------|-----------------|
| 1                                  | Schweppes/Pepsi Cans 375mL 10pk                | \$6.65 | ½     | \$5.75   | \$1.53 per 1L   |
| 2                                  | M&M's/Maltesers/Pods 120-180g                  | \$2.50 | ½     | \$2.35   | N/A             |
| 3                                  | Pringles Chips 134g                            | \$2.01 | ½     | \$1.99   | \$1.49 per 100g |
| 4                                  | Greenseas Canned Tuna 95g                      | \$1.15 | ½     | \$1.10   | \$11.58 per 1kg |
| 5                                  | Campbell's Red & White Condensed Soup 410-430g | \$1.24 | ½     | \$1.15   | N/A             |
| 6                                  | Cheer Tasty Cheese Block 1kg                   | \$2.00 |       | \$9.99   | \$9.99 per 1kg  |
| 7                                  | iCare Toilet Tissue 8pk                        | \$4.01 | >½    | \$2.99   | 21¢ per 100sh   |
| Television Advertised - Fri 06 Aug |                                                |        |       |          |                 |
| 8                                  | Produce Line - Refer to Fresh Sheet (Produce)  |        |       | \$0.00kg | N/A             |

| Google Advertised |                                               |        |   |        |                 |
|-------------------|-----------------------------------------------|--------|---|--------|-----------------|
| 1                 | Mars/Nestle/Violet Crumble Medium Bars 35-56g | \$1.00 | ½ | \$1.00 | N/A             |
| 2                 | Bulla Creamy Classics 2L                      | \$3.01 |   | \$5.49 | 27¢ per 100mL   |
| 3                 | Dairy Farmers Thick & Creamy Yoghurt 600g     | \$1.70 |   | \$3.99 | 67¢ per 100g    |
| 4                 | Mission Corn Chips 230g                       | \$0.61 |   | \$2.49 | \$1.08 per 100g |

| Facebook Advertised - Cottage Pie Recipe  |                                        |        |   |        |                |
|-------------------------------------------|----------------------------------------|--------|---|--------|----------------|
| 1                                         | Birds Eye Mashed Potato 1kg            | \$1.30 |   | \$3.99 | \$3.99 per 1kg |
| 2                                         | Raguletto Pasta Sauce 500g             | \$0.50 |   | \$1.49 | 30¢ per 100g   |
| Facebook Advertised - Half Price Cleaning |                                        |        |   |        |                |
| 1                                         | Morning Fresh Dishwashing Liquid 900mL | \$3.75 | ½ | \$3.75 | 42¢ per 100mL  |
| 2                                         | Ajax Antibacterial Wipes 110s          | \$5.01 | ½ | \$4.99 | 5¢ per 1ea     |
| 3                                         | Duck Deep Action/Foaming Bleach 750mL  | \$2.70 | ½ | \$2.59 | 35¢ per 100mL  |
| 4                                         | Dettol Multi Purpose Cleaner 500mL     | \$2.20 | ½ | \$2.19 | 44¢ per 100mL  |

| Wednesday Catalogue Email Header            |                                 |        |   |        |                 |
|---------------------------------------------|---------------------------------|--------|---|--------|-----------------|
| 1                                           | Schweppes/Pepsi Cans 375mL 10pk | \$6.65 | ½ | \$5.75 | \$1.53 per 1L   |
| 2                                           | Greenseas Canned Tuna 95g       | \$1.15 | ½ | \$1.10 | \$11.58 per 1kg |
| Friday Catalogue Email - Cottage Pie Recipe |                                 |        |   |        |                 |
| 1                                           | Birds Eye Mashed Potato 1kg     | \$1.30 |   | \$3.99 | \$3.99 per 1kg  |
| 2                                           | Raguletto Pasta Sauce 500g      | \$0.50 |   | \$1.49 | 30¢ per 100g    |

| Website Banner |                         |        |    |        |                 |
|----------------|-------------------------|--------|----|--------|-----------------|
| 1              | Pringles Chips 134g     | \$2.01 | ½  | \$1.99 | \$1.49 per 100g |
| 2              | iCare Toilet Tissue 8pk | \$4.01 | >½ | \$2.99 | 21¢ per 100sh   |

| Radio Advertised |                                              |        |    |        |                 |
|------------------|----------------------------------------------|--------|----|--------|-----------------|
| 1                | Schweppes/Pepsi Cans 375mL 10pk              | \$6.65 | ½  | \$5.75 | \$1.53 per 1L   |
| 2                | M&M's/Maltesers/Pods 120-180g                | \$2.50 | ½  | \$2.35 | N/A             |
| 3                | Greenseas Canned Tuna 95g                    | \$1.15 | ½  | \$1.10 | \$11.58 per 1kg |
| 4                | iCare Toilet Tissue 8pk                      | \$4.01 | >½ | \$2.99 | 21¢ per 100sh   |
| 5                | Coca-Cola/Lift/Fanta/Sprite Soft Drink 1.25L | \$0.86 |    | \$1.99 | \$1.59 per 1L   |
| 6                | Devondale Dairy/Extra Soft Butter Tub 500g   | \$1.71 |    | \$3.99 | 80¢ per 100g    |
| 7                | McCain Family Pizza 500g                     | \$2.36 |    | \$5.99 | \$1.20 per 100g |



# TV/Digital

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|   |                                        |        |   |        |               |
|---|----------------------------------------|--------|---|--------|---------------|
| 8 | Morning Fresh Dishwashing Liquid 900mL | \$3.75 | ½ | \$3.75 | 42¢ per 100mL |
|---|----------------------------------------|--------|---|--------|---------------|



# Press

Examiner / Mercury / Advocate

Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)

| Thursday 05 Aug - ALL PRESS                        |                                                                               | Save   | % Off | Retail    |                 |
|----------------------------------------------------|-------------------------------------------------------------------------------|--------|-------|-----------|-----------------|
| 1                                                  | Tresemme Shampoo & Conditioner 900mL                                          | \$5.00 |       | \$5.99    | 67¢ per 100mL   |
| 2                                                  | Kellogg's Crunchy Nut Corn Flakes/Special K/Nutri-Grain/Sultana Bran 290-420g | \$2.50 | ½     | \$2.45    | N/A             |
| 3                                                  | Devondale Dairy/Extra Soft Butter Tub 500g                                    | \$1.71 |       | \$3.99    | 80¢ per 100g    |
| Friday 06 Aug - Mercury - (Market Fresh)           |                                                                               |        |       |           |                 |
| 1                                                  | Cripps Turkish Burger Buns 4pk                                                | \$1.31 |       | \$2.99    | 83¢ per 100g    |
| 2                                                  | Scottsdale Pork Boneless Pork Shoulder Roast (Meat)                           |        |       | \$9.99kg  | N/A             |
| 3                                                  | Produce Line - Refer to Fresh Sheet (Produce) TV                              |        |       | \$0.00kg  | N/A             |
| Friday 06 Aug - Advocate/Examiner - (Market Fresh) |                                                                               |        |       |           |                 |
| 1                                                  | Cripps Turkish Burger Buns 4pk                                                | \$1.31 |       | \$2.99    | 83¢ per 100g    |
| 2                                                  | Scottsdale Pork Boneless Pork Shoulder Roast (Meat)                           |        |       | \$9.99kg  | N/A             |
| 3                                                  | Pandani Double Smoked Ham (Deli)                                              |        |       | \$12.99kg | N/A             |
| Friday 06 Aug - Advocate/Examiner - (Market Fresh) |                                                                               |        |       |           |                 |
| 1                                                  | Pre Packed Baby Spinach 150g (Produce)                                        |        |       | \$3.45bag | \$23.00 per 1kg |
| 2                                                  | Washed Potatoes 2kg (Produce)                                                 |        |       | \$4.00bag | \$2.00 per 1kg  |
| 3                                                  | Produce Line - Refer to Fresh Sheet (Produce) TV                              |        |       | \$0.00kg  | N/A             |
| Saturday 07 Aug - ALL PRESS                        |                                                                               |        |       |           |                 |
| 1                                                  | Arnott's Scotch Finger/Cream Biscuits 200-250g                                | \$1.26 |       | \$1.99    | N/A             |
| 2                                                  | Coca-Cola/Lift/Fanta/Sprite Soft Drink 1.25L                                  | \$0.86 |       | \$1.99    | \$1.59 per 1L   |
| 3                                                  | McCain Family Pizza 500g                                                      | \$2.36 |       | \$5.99    | \$1.20 per 100g |
| Saturday 07 Aug - Mercury Front Page               |                                                                               |        |       |           |                 |
| 1                                                  | Schweppes/Pepsi Cans 375mL 10pk TV                                            | \$6.65 | ½     | \$5.75    | \$1.53 per 1L   |
| 2                                                  | iCare Toilet Tissue 8pk TV                                                    | \$4.01 | >½    | \$2.99    | 21¢ per 100sh   |



Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)

| Front                   |                                                                             |         | Save   | % Off | Retail    |                 |
|-------------------------|-----------------------------------------------------------------------------|---------|--------|-------|-----------|-----------------|
| 1                       | Schweppes/Pepsi Cans 375mL 10pk                                             | TV      | \$6.65 | ½     | \$5.75    | \$1.53 per 1L   |
| 2                       | M&M's/Maltesers/Pods 120-180g                                               | TV      | \$2.50 | ½     | \$2.35    | N/A             |
| 3                       | Greenseas Canned Tuna 95g                                                   | TV      | \$1.15 | ½     | \$1.10    | \$11.58 per 1kg |
| 4                       | iCare Toilet Tissue 8pk                                                     | TV      | \$4.01 | >½    | \$2.99    | 21¢ per 100sh   |
| 5                       | Scottsdale Pork Boneless Pork Shoulder Roast (Meat)                         | Press   |        |       | \$9.99kg  | N/A             |
| Page 2 - Meat & Produce |                                                                             |         |        |       |           |                 |
| 1                       | Pre Packed Baby Spinach 150g (Produce)                                      | Press   |        |       | \$3.45bag | \$23.00 per 1kg |
| 2                       | Washed Potatoes 2kg (Produce)                                               | Press   |        |       | \$4.00bag | \$2.00 per 1kg  |
| 3                       | Cauliflowers (Produce)                                                      |         |        |       | \$2.90ea  | N/A             |
| 4                       | JC's Dried Cranberries 500g (Produce)                                       |         | \$2.00 |       | \$5.99ea  | \$11.98 per 1kg |
| 5                       | Eye Fillet Steak (Meat)                                                     |         |        |       | \$38.99kg | N/A             |
| 6                       | Ingham's Diced Chicken Breast (Meat)                                        |         |        |       | \$12.99kg | N/A             |
| 7                       | Natural Country Corned Silverside (Meat)                                    |         |        |       | \$9.99kg  | N/A             |
| 8                       | Nichols BBQ Chicken Breast Steaks (Meat)                                    |         |        |       | \$9.99kg  | N/A             |
| Page 3 - Deli & Bakery  |                                                                             |         |        |       |           |                 |
| 1                       | Pandani Double Smoked Ham (Deli)                                            | Press   |        |       | \$12.99kg | N/A             |
| 2                       | Tibaldi Rindless Short Cut Bacon (5kg) (Deli)                               |         |        |       | \$14.99kg | N/A             |
| 3                       | Ingham's Oven Roasted/Sweet Herb & Mustard Turkey Breast (Deli)             |         |        |       | \$24.99kg | N/A             |
| 4                       | Pandani Saveloys (Deli)                                                     |         |        |       | \$8.99kg  | N/A             |
| 5                       | Cripps Turkish Burger Buns 4pk                                              | Press   | \$1.31 |       | \$2.99    | 83¢ per 100g    |
| 6                       | National Pies Party Pies/Sausage Rolls 12pk (POT)                           |         | \$1.16 |       | \$6.99    | 97¢ per 100g    |
| 7                       | Helga's Wraps 5-8pk                                                         |         | \$1.01 |       | \$3.99    | N/A             |
| 8                       | Cripps Crumpet Splits 6pk (POT)                                             |         | \$1.26 |       | \$2.49    | 59¢ per 100g    |
| Page 4                  |                                                                             |         |        |       |           |                 |
| 1                       | Mission Corn Chips 230g                                                     | Digital | \$0.61 |       | \$2.49    | \$1.08 per 100g |
| 2                       | Natural Chip Company 175g                                                   |         | \$1.14 |       | \$2.75    | \$1.57 per 100g |
| 3                       | Arnott's Savoy/Jatz 225/250g                                                |         | \$0.71 |       | \$2.49    | N/A             |
| 4                       | Arnott's Scotch Finger/Cream Biscuits 200-250g                              | Press   | \$1.26 |       | \$1.99    | N/A             |
| 5                       | Cadbury Family Block Chocolate 160-190g (feat. Breakaway)                   |         | \$1.51 |       | \$3.49    | N/A             |
| 6                       | Skittles/Starburst Confectionery 190-235g                                   |         | \$1.51 |       | \$2.99    | N/A             |
| 7                       | Cadbury Freddo Biscuit 167g/Fingers 114g/Soft Centre Cookies 156g/Oreo 204g |         | \$1.01 |       | \$1.99    | N/A             |
| 8                       | Coca-Cola/Lift/Fanta/Sprite Soft Drink 1.25L                                | Press   | \$0.86 |       | \$1.99    | \$1.59 per 1L   |
| 9                       | Coca-Cola/Lift/Fanta/Sprite Soft Drink Cans 375mL 24pk                      |         | \$4.60 |       | \$16.99   | \$1.89 per 1L   |
| 10                      | Bickford's Cordial Syrup 750mL                                              |         | \$0.81 |       | \$3.49    | \$4.65 per 1L   |
| 11                      | Powerade Sports Drink 600mL                                                 |         | \$1.80 |       | 2 for \$6 | \$5.00 per 1L   |
| 12                      | Golden Circle Long Life Juice 2L                                            |         | \$0.16 |       | \$3.29    | \$1.65 per 1L   |
| Page 5                  |                                                                             |         |        |       |           |                 |
| 1                       | Raguletto Pasta Sauce 500g                                                  | Digital | \$0.50 |       | \$1.49    | 30¢ per 100g    |
| 2                       | San Remo Pasta Range 375/500g                                               |         | \$0.35 |       | \$2.25    | N/A             |
| 3                       | Kantong Simmer Sauce 505-520g                                               |         | \$0.86 |       | \$2.99    | N/A             |
| 4                       | Gravox Gravy Mix 120/140g (canister)                                        |         | \$1.00 |       | \$2.99    | N/A             |
| 5                       | Leggos Tomato Paste 140g 2pk                                                |         | \$0.50 |       | \$2.69    | 96¢ per 100g    |
| 6                       | MasterFoods Recipe Base Pouches 175g                                        |         | \$0.21 |       | \$1.99    | \$1.14 per 100g |
| 7                       | Nescafé Coffee Gold 100g/Blend 43 140/150g                                  |         | \$2.00 |       | \$7.99    | N/A             |
| 8                       | Uncle Tobys Big Bowl Oats 8pk                                               |         | \$2.80 | ½     | \$2.69    | 73¢ per 100g    |



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|                                                              |                                                                               |         |         |   |         |                  |
|--------------------------------------------------------------|-------------------------------------------------------------------------------|---------|---------|---|---------|------------------|
| 9                                                            | Bega Peanut Butter 470g                                                       |         | \$2.66  |   | \$3.99  | 85¢ per 100g     |
| <b>Page 6</b>                                                |                                                                               |         |         |   |         |                  |
| 1                                                            | Cheer Tasty Cheese Block 1kg                                                  | TV      | \$2.00  |   | \$9.99  | \$9.99 per 1kg   |
| 2                                                            | Devondale Shredded Cheese 600g                                                |         | \$2.96  |   | \$6.99  | \$11.65 per 1kg  |
| 3                                                            | Devondale Dairy/Extra Soft Butter Tub 500g                                    | Press   | \$1.71  |   | \$3.99  | 80¢ per 100g     |
| 4                                                            | Primo Bacon Pieces Twin Pack 300g                                             |         | \$1.66  |   | \$3.49  | \$11.63 per 1kg  |
| 5                                                            | Tamar Valley Kids Pouches 110g (POT)                                          | LPE     |         |   | \$1.49  | \$1.35 per 100g  |
| 6                                                            | Dairy Farmers Thick & Creamy Yoghurt 600g                                     | Digital | \$1.70  |   | \$3.99  | 67¢ per 100g     |
| 7                                                            | McCain Family Pizza 500g                                                      | Press   | \$2.36  |   | \$5.99  | \$1.20 per 100g  |
| 8                                                            | On the Menu Frozen Meal 260g                                                  |         | \$0.66  |   | \$2.49  | 96¢ per 100g     |
| 9                                                            | Birds Eye Mashed Potato 1kg                                                   | Digital | \$1.30  |   | \$3.99  | \$3.99 per 1kg   |
| 10                                                           | Streets Family Value Pack 20pk                                                |         | \$9.00  |   | \$17.99 | \$1.19 per 100mL |
| 11                                                           | Peters Drumstick/Maxibon 4/6pk                                                |         | \$1.41  |   | \$6.99  | N/A              |
| 12                                                           | Bulla Creamy Classics 2L                                                      | Digital | \$3.01  |   | \$5.49  | 27¢ per 100mL    |
| <b>Page 7</b>                                                |                                                                               |         |         |   |         |                  |
| 1                                                            | Tresemme Shampoo & Conditioner 900mL                                          | Press   | \$5.00  |   | \$5.99  | 67¢ per 100mL    |
| 2                                                            | Sorbent Facial Tissues Thick & Large 95s excl. Papaw                          |         | \$0.41  |   | \$1.49  | \$1.57 per 100ea |
| 3                                                            | Fab Laundry Powder 1kg or Liquid 900mL/1L                                     |         | \$0.26  |   | \$4.49  | N/A              |
| 4                                                            | Multix Super Strong Large Tidy Bag 18pk                                       |         | \$1.01  |   | \$2.99  | 17¢ per 1ea      |
| 5                                                            | Handee Ultra Paper Towel 2pk/Double Length 1pk                                |         | \$1.50  |   | \$2.49  | \$2.08 per 100ea |
| 6                                                            | Chum Dry Dog Food 8kg                                                         |         | \$4.60  |   | \$15.99 | 20¢ per 100g     |
| 7                                                            | Whiskas Canned Cat Food 400g                                                  |         | \$0.10  |   | \$1.89  | 47¢ per 100g     |
| 8                                                            | Supercoat Dry Dog Food 3kg                                                    |         | \$3.00  |   | \$12.99 | 43¢ per 100g     |
| <b>Page 7 - Half Price Cleaning Side Panel</b>               |                                                                               |         |         |   |         |                  |
| 9                                                            | Morning Fresh Dishwashing Liquid 900mL                                        | Digital | \$3.75  | ½ | \$3.75  | 42¢ per 100mL    |
| 10                                                           | Ajax Antibacterial Wipes 110s                                                 | Digital | \$5.01  | ½ | \$4.99  | 5¢ per 1ea       |
| 11                                                           | Duck Deep Action/Foaming Bleach 750mL                                         | Digital | \$2.70  | ½ | \$2.59  | 35¢ per 100mL    |
| 12                                                           | Dettol Multi Purpose Cleaner 500mL                                            | Digital | \$2.20  | ½ | \$2.19  | 44¢ per 100mL    |
| <b>Page 8</b>                                                |                                                                               |         |         |   |         |                  |
| 1                                                            | Pringles Chips 134g                                                           | TV      | \$2.01  | ½ | \$1.99  | \$1.49 per 100g  |
| 2                                                            | Mars/Nestle/Violet Crumble Medium Bars 35-56g                                 | Digital | \$1.00  | ½ | \$1.00  | N/A              |
| 3                                                            | Campbell's Red & White Condensed Soup 410-430g                                | TV      | \$1.24  | ½ | \$1.15  | N/A              |
| 4                                                            | Kellogg's Crunchy Nut Corn Flakes/Special K/Nutri-Grain/Sultana Bran 290-420g | Press   | \$2.50  | ½ | \$2.45  | N/A              |
| 5                                                            | Babylove Cosifit Jumbo Toddler 75pk                                           |         | \$14.01 | ½ | \$12.99 | 17¢ per 1ea      |
| 6                                                            | Colgate Total Toothpaste 115g                                                 |         | \$2.75  | ½ | \$2.75  | \$2.39 per 100g  |
| <b>Page 9 - LPE Full Page (Digital Only)</b>                 |                                                                               |         |         |   |         |                  |
| 1                                                            | Mother Earth Oaty Slice 6pk                                                   | LPE     |         |   | \$2.99  | \$1.25 per 100g  |
| 2                                                            | Mount Franklin Spring Water 500mL 6pk                                         | LPE     |         |   | \$4.49  | \$1.50 per 1L    |
| 3                                                            | San Remo La Pasta Range 80g                                                   | LPE     |         |   | \$1.00  | \$1.25 per 100g  |
| 4                                                            | Green's Pancake Shake Mix 325/375g                                            | LPE     |         |   | \$2.79  | N/A              |
| 5                                                            | Eta 5 Star Spread 500g                                                        | LPE     |         |   | \$1.69  | 34¢ per 100g     |
| 6                                                            | Ajax Spray n' Wipe Trigger 475/500mL                                          | LPE     |         |   | \$2.99  | N/A              |
| 7                                                            | Sorbent Toilet Tissue 32pk                                                    | LPE     |         |   | \$15.99 | 28¢ per 100sh    |
| <b>Page 10 - Cheer 1kg Rebrand Full Page (Digital Only)</b>  |                                                                               |         |         |   |         |                  |
| 1                                                            | Cheer Tasty Cheese Block 1kg                                                  | TV      | \$2.00  |   | \$9.99  | \$9.99 per 1kg   |
| <b>Page 11 - Cottage Pie Recipe Full Page (Digital Only)</b> |                                                                               |         |         |   |         |                  |



Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)

|   |                             |         |        |  |        |                |
|---|-----------------------------|---------|--------|--|--------|----------------|
| 1 | Birds Eye Mashed Potato 1kg | Digital | \$1.30 |  | \$3.99 | \$3.99 per 1kg |
| 2 | Raguletto Pasta Sauce 500g  | Digital | \$0.50 |  | \$1.49 | 30¢ per 100g   |



Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)

| Front Page                              |                                                                               |         | Save   | % Off | Retail    |                 |
|-----------------------------------------|-------------------------------------------------------------------------------|---------|--------|-------|-----------|-----------------|
| 1                                       | Schweppes/Pepsi Cans 375mL 10pk                                               | TV      | \$6.65 | ½     | \$5.75    | \$1.53 per 1L   |
| 2                                       | M&M's/Maltesers/Pods 120-180g                                                 | TV      | \$2.50 | ½     | \$2.35    | N/A             |
| 3                                       | Greenseas Canned Tuna 95g                                                     | TV      | \$1.15 | ½     | \$1.10    | \$11.58 per 1kg |
| 4                                       | iCare Toilet Tissue 8pk                                                       | TV      | \$4.01 | >½    | \$2.99    | 21¢ per 100sh   |
| 5                                       | Scottsdale Pork Boneless Pork Shoulder Roast (Meat)                           | Press   |        |       | \$9.99kg  | N/A             |
| Page 2 - Half Price Half Page           |                                                                               |         |        |       |           |                 |
| 1                                       | Pringles Chips 134g                                                           | TV      | \$2.01 | ½     | \$1.99    | \$1.49 per 100g |
| 2                                       | Mars/Nestle/Violet Crumble Medium Bars 35-56g                                 | Digital | \$1.00 | ½     | \$1.00    | N/A             |
| 3                                       | Campbell's Red & White Condensed Soup 410-430g                                | TV      | \$1.24 | ½     | \$1.15    | N/A             |
| 4                                       | Kellogg's Crunchy Nut Corn Flakes/Special K/Nutri-Grain/Sultana Bran 290-420g | Press   | \$2.50 | ½     | \$2.45    | N/A             |
| Page 2                                  |                                                                               |         |        |       |           |                 |
| 5                                       | Mission Corn Chips 230g                                                       | Digital | \$0.61 |       | \$2.49    | \$1.08 per 100g |
| 6                                       | Cadbury Family Block Chocolate 160-190g (feat. Breakaway)                     |         | \$1.51 |       | \$3.49    | N/A             |
| 7                                       | Arnott's Scotch Finger/Cream Biscuits 200-250g                                | Press   | \$1.26 |       | \$1.99    | N/A             |
| 8                                       | Coca-Cola/Lift/Fanta/Sprite Soft Drink 1.25L                                  | Press   | \$0.86 |       | \$1.99    | \$1.59 per 1L   |
| 9                                       | Bickford's Cordial Syrup 750mL                                                |         | \$0.81 |       | \$3.49    | \$4.65 per 1L   |
| 10                                      | Golden Circle Long Life Juice 2L                                              |         | \$0.16 |       | \$3.29    | \$1.65 per 1L   |
| Page 3                                  |                                                                               |         |        |       |           |                 |
| 1                                       | Raguletto Pasta Sauce 500g                                                    | Digital | \$0.50 |       | \$1.49    | 30¢ per 100g    |
| 2                                       | San Remo Pasta Range 375/500g                                                 |         | \$0.35 |       | \$2.25    | N/A             |
| 3                                       | Nescafé Coffee Gold 100g/Blend 43 140/150g                                    |         | \$2.00 |       | \$7.99    | N/A             |
| 4                                       | Gravox Gravy Mix 120/140g (canister)                                          |         | \$1.00 |       | \$2.99    | N/A             |
| 5                                       | Tresemme Shampoo & Conditioner 900mL                                          | Press   | \$5.00 |       | \$5.99    | 67¢ per 100mL   |
| 6                                       | Colgate Total Toothpaste 115g                                                 |         | \$2.75 | ½     | \$2.75    | \$2.39 per 100g |
| 7                                       | Chum Dry Dog Food 8kg                                                         |         | \$4.60 |       | \$15.99   | 20¢ per 100g    |
| 8                                       | Whiskas Canned Cat Food 400g                                                  |         | \$0.10 |       | \$1.89    | 47¢ per 100g    |
| Page 3 - Half Price Cleaning Side Panel |                                                                               |         |        |       |           |                 |
| 9                                       | Morning Fresh Dishwashing Liquid 900mL                                        | Digital | \$3.75 | ½     | \$3.75    | 42¢ per 100mL   |
| 10                                      | Ajax Antibacterial Wipes 110s                                                 | Digital | \$5.01 | ½     | \$4.99    | 5¢ per 1ea      |
| 11                                      | Duck Deep Action/Foaming Bleach 750mL                                         | Digital | \$2.70 | ½     | \$2.59    | 35¢ per 100mL   |
| 12                                      | Dettol Multi Purpose Cleaner 500mL                                            | Digital | \$2.20 | ½     | \$2.19    | 44¢ per 100mL   |
| Page 4                                  |                                                                               |         |        |       |           |                 |
| 1                                       | Pre Packed Baby Spinach 150g (Produce)                                        | Press   |        |       | \$3.45bag | \$23.00 per 1kg |
| 2                                       | Washed Potatoes 2kg (Produce)                                                 | Press   |        |       | \$4.00bag | \$2.00 per 1kg  |
| 3                                       | JC's Dried Cranberries 500g (Produce)                                         |         | \$2.00 |       | \$5.99ea  | \$11.98 per 1kg |
| 4                                       | Cripps Turkish Burger Buns 4pk                                                | Press   | \$1.31 |       | \$2.99    | 83¢ per 100g    |
| 5                                       | Cheer Tasty Cheese Block 1kg                                                  | TV      | \$2.00 |       | \$9.99    | \$9.99 per 1kg  |
| 6                                       | Devondale Dairy/Extra Soft Butter Tub 500g                                    | Press   | \$1.71 |       | \$3.99    | 80¢ per 100g    |
| 7                                       | Dairy Farmers Thick & Creamy Yoghurt 600g                                     | Digital | \$1.70 |       | \$3.99    | 67¢ per 100g    |
| 8                                       | Bulla Creamy Classics 2L                                                      | Digital | \$3.01 |       | \$5.49    | 27¢ per 100mL   |
| 9                                       | McCain Family Pizza 500g                                                      | Press   | \$2.36 |       | \$5.99    | \$1.20 per 100g |
| 10                                      | Birds Eye Mashed Potato 1kg                                                   | Digital | \$1.30 |       | \$3.99    | \$3.99 per 1kg  |
| Page 5 - LPE Full Page (Digital Only)   |                                                                               |         |        |       |           |                 |
| 1                                       | Mother Earth Oaty Slice 6pk                                                   | LPE     |        |       | \$2.99    | \$1.25 per 100g |



Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)

|                                                             |                                       |         |        |  |         |                 |
|-------------------------------------------------------------|---------------------------------------|---------|--------|--|---------|-----------------|
| 2                                                           | Mount Franklin Spring Water 500mL 6pk | LPE     |        |  | \$4.49  | \$1.50 per 1L   |
| 3                                                           | San Remo La Pasta Range 80g           | LPE     |        |  | \$1.00  | \$1.25 per 100g |
| 4                                                           | Green's Pancake Shake Mix 325/375g    | LPE     |        |  | \$2.79  | N/A             |
| 5                                                           | Eta 5 Star Spread 500g                | LPE     |        |  | \$1.69  | 34¢ per 100g    |
| 6                                                           | Ajax Spray n' Wipe Trigger 475/500mL  | LPE     |        |  | \$2.99  | N/A             |
| 7                                                           | Sorbent Toilet Tissue 32pk            | LPE     |        |  | \$15.99 | 28¢ per 100sh   |
| <b>Page 6 - Cheer 1kg Rebrand Full Page (Digital Only)</b>  |                                       |         |        |  |         |                 |
| 1                                                           | Cheer Tasty Cheese Block 1kg          | TV      | \$2.00 |  | \$9.99  | \$9.99 per 1kg  |
| <b>Page 7 - Cottage Pie Recipe Full Page (Digital Only)</b> |                                       |         |        |  |         |                 |
| 1                                                           | Birds Eye Mashed Potato 1kg           | Digital | \$1.30 |  | \$3.99  | \$3.99 per 1kg  |
| 2                                                           | Raguletto Pasta Sauce 500g            | Digital | \$0.50 |  | \$1.49  | 30¢ per 100g    |



# Press

Examiner / Mercury / Advocate

Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)

| Alpha Sorted List - ALL PRESS (Including Digital) |                                                                        |         | Retail |                 |
|---------------------------------------------------|------------------------------------------------------------------------|---------|--------|-----------------|
| 1                                                 | Ajax Antibacterial Wipes 110s                                          | Digital | \$4.99 | 5¢ per 1ea      |
| 2                                                 | Arnott's Scotch Finger/Cream Biscuits 200-250g                         |         | \$1.99 | N/A             |
| 3                                                 | Birds Eye Mashed Potato 1kg                                            | Digital | \$3.99 | \$3.99 per 1kg  |
| 4                                                 | Bulla Creamy Classics 2L                                               | Digital | \$5.49 | 27¢ per 100mL   |
| 5                                                 | Campbell's Red & White Condensed Soup 410-430g                         | TV      | \$1.15 | N/A             |
| 6                                                 | Cheer Tasty Cheese Block 1kg                                           | TV      | \$9.99 | \$9.99 per 1kg  |
| 7                                                 | Coca-Cola/Lift/Fanta/Sprite Soft Drink 1.25L                           |         | \$1.99 | \$1.59 per 1L   |
| 8                                                 | Cripps Turkish Burger Buns 4pk                                         |         | \$2.99 | 83¢ per 100g    |
| 9                                                 | Dairy Farmers Thick & Creamy Yoghurt 600g                              | Digital | \$3.99 | 67¢ per 100g    |
| 10                                                | Dettol Multi Purpose Cleaner 500mL                                     | Digital | \$2.19 | 44¢ per 100mL   |
| 11                                                | Devondale Dairy/Extra Soft Butter Tub 500g                             |         | \$3.99 | 80¢ per 100g    |
| 12                                                | Duck Deep Action/Foaming Bleach 750mL                                  | Digital | \$2.59 | 35¢ per 100mL   |
| 13                                                | Greenseas Canned Tuna 95g                                              | TV      | \$1.10 | \$11.58 per 1kg |
| 14                                                | iCare Toilet Tissue 8pk                                                | TV      | \$2.99 | 21¢ per 100sh   |
| 15                                                | Kellogg's Crunchy Nut Corn Flakes/Special K/Nutri-Grain/Sultana Bran 2 |         | \$2.45 | N/A             |
| 16                                                | M&M's/Maltesers/Pods 120-180g                                          | TV      | \$2.35 | N/A             |
| 17                                                | Mars/Nestle/Violet Crumble Medium Bars 35-56g                          | Digital | \$1.00 | N/A             |
| 18                                                | McCain Family Pizza 500g                                               |         | \$5.99 | \$1.20 per 100g |
| 19                                                | Mission Corn Chips 230g                                                | Digital | \$2.49 | \$1.08 per 100g |
| 20                                                | Morning Fresh Dishwashing Liquid 900mL                                 | Digital | \$3.75 | 42¢ per 100mL   |
| 21                                                | Pringles Chips 134g                                                    | TV      | \$1.99 | \$1.49 per 100g |
| 22                                                | Raguletto Pasta Sauce 500g                                             | Digital | \$1.49 | 30¢ per 100g    |
| 23                                                | Schweppes/Pepsi Cans 375mL 10pk                                        | TV      | \$5.75 | \$1.53 per 1L   |
| 24                                                | Tresemme Shampoo & Conditioner 900mL                                   |         | \$5.99 | 67¢ per 100mL   |



# Catalogue

Wednesday 04 Aug 2021 - Tuesday 10 Aug 2021 (week 32)

| Alpha Sorted List - Catalogue |                                                                     |     | Retail    |                  |
|-------------------------------|---------------------------------------------------------------------|-----|-----------|------------------|
| 1                             | Ajax Spray n' Wipe Trigger 475/500mL                                | LPE | \$2.99    | N/A              |
| 2                             | Arnott's Savoy/Jatz 225/250g                                        |     | \$2.49    | N/A              |
| 3                             | Babylove Cosifit Jumbo Toddler 75s                                  |     | \$12.99   | 17¢ per 1ea      |
| 4                             | Bega Peanut Butter 470g                                             |     | \$3.99    | 85¢ per 100g     |
| 5                             | Bickford's Cordial Syrup 750mL                                      |     | \$3.49    | \$4.65 per 1L    |
| 6                             | Cadbury Family Block Chocolate 160-190g (feat. Breakaway)           |     | \$3.49    | N/A              |
| 7                             | Cadbury Freddo Biscuit 167g/Fingers 114g/Soft Centre Cookies 156g/O |     | \$1.99    | N/A              |
| 8                             | Chum Dry Dog Food 8kg                                               |     | \$15.99   | 20¢ per 100g     |
| 9                             | Coca-Cola/Lift/Fanta/Sprite Soft Drink Cans 375mL 24pk              |     | \$16.99   | \$1.89 per 1L    |
| 10                            | Colgate Total Toothpaste 115g                                       |     | \$2.75    | \$2.39 per 100g  |
| 11                            | Cripps Crumpet Splits 6pk (POT)                                     |     | \$2.49    | 59¢ per 100g     |
| 12                            | Devondale Shredded Cheese 600g                                      |     | \$6.99    | \$11.65 per 1kg  |
| 13                            | Eta 5 Star Spread 500g                                              | LPE | \$1.69    | 34¢ per 100g     |
| 14                            | Fab Laundry Powder 1kg or Liquid 900mL/1L                           |     | \$4.49    | N/A              |
| 15                            | Golden Circle Long Life Juice 2L                                    |     | \$3.29    | \$1.65 per 1L    |
| 16                            | Gravox Gravy Mix 120/140g (canister)                                |     | \$2.99    | N/A              |
| 17                            | Green's Pancake Shake Mix 325/375g                                  | LPE | \$2.79    | N/A              |
| 18                            | Handee Ultra Paper Towel 2pk/Double Length 1pk                      |     | \$2.49    | \$2.08 per 100ea |
| 19                            | Helga's Wraps 5-8pk                                                 |     | \$3.99    | N/A              |
| 20                            | Kantong Simmer Sauce 505-520g                                       |     | \$2.99    | N/A              |
| 21                            | Leggos Tomato Paste 140g 2pk                                        |     | \$2.69    | 96¢ per 100g     |
| 22                            | MasterFoods Recipe Base Pouches 175g                                |     | \$1.99    | \$1.14 per 100g  |
| 23                            | Mother Earth Oaty Slice 6pk                                         | LPE | \$2.99    | \$1.25 per 100g  |
| 24                            | Mount Franklin Spring Water 500mL 6pk                               | LPE | \$4.49    | \$1.50 per 1L    |
| 25                            | Multix Super Strong Large Tidy Bag 18pk                             |     | \$2.99    | 17¢ per 1ea      |
| 26                            | National Party Pies/Sausage Rolls 12pk (POT)                        |     | \$6.99    | 97¢ per 100g     |
| 27                            | Natural Chip Company 175g                                           |     | \$2.75    | \$1.57 per 100g  |
| 28                            | Nescafé Coffee Gold 100g/Blend 43 140/150g                          |     | \$7.99    | N/A              |
| 29                            | On the Menu Frozen Meal 260g                                        |     | \$2.49    | 96¢ per 100g     |
| 30                            | Peters Drumstick/Maxibon 4/6pk                                      |     | \$6.99    | N/A              |
| 31                            | Powerade Sports Drink 600mL                                         |     | 2 for \$6 | \$5.00 per 1L    |
| 32                            | Primo Bacon Pieces Twin Pack 300g                                   |     | \$3.49    | \$11.63 per 1kg  |
| 33                            | San Remo La Pasta Range 80g                                         | LPE | \$1.00    | \$1.25 per 100g  |
| 34                            | San Remo Pasta Range 375/500g                                       |     | \$2.25    | N/A              |
| 35                            | Skittles/Starburst Confectionery 190-235g                           |     | \$2.99    | N/A              |
| 36                            | Sorbent Facial Tissues Thick & Large 95s excl. Papaw                |     | \$1.49    | \$1.57 per 100ea |
| 37                            | Sorbent Toilet Tissue 32pk                                          | LPE | \$15.99   | 28¢ per 100sh    |
| 38                            | Streets Family Value Pack 20pk                                      |     | \$17.99   | \$1.19 per 100mL |
| 39                            | Supercoat Dry Dog Food 3kg                                          |     | \$12.99   | 43¢ per 100g     |
| 40                            | Tamar Valley Kids Pouches 110g (POT)                                | LPE | \$1.49    | \$1.35 per 100g  |
| 41                            | Uncle Tobys Big Bowl Oats 8pk                                       |     | \$2.69    | 73¢ per 100g     |
| 42                            | Whiskas Canned Cat Food 400g                                        |     | \$1.89    | 47¢ per 100g     |