



## Wednesday 17 Nov 2021 - Tuesday 23 Nov 2021 (week 47)

| Television Advertised              |                                                   | Save   | % Off | Retail   |               |
|------------------------------------|---------------------------------------------------|--------|-------|----------|---------------|
| 1                                  | Peters Ice Cream 4L                               | \$3.01 |       | \$6.99   | 17¢ per 100mL |
| 2                                  | Duck River Soft Butter 500g (POT)                 | \$1.31 |       | \$4.49   | 90¢ per 100g  |
| 3                                  | Arnott's Shapes 140-190g                          | \$1.60 | ½     | \$1.60   | N/A           |
| 4                                  | Cadbury/Fry's/Europe/Toblerone Medium Bars 30-60g | \$1.11 | >½    | \$0.89   | N/A           |
| 5                                  | Praise Salad Dressing 330mL                       | \$1.93 | ½     | \$1.92   | 58¢ per 100mL |
| 6                                  | Nescafé Coffee Sachets 10pk/Gold 8pk              | \$3.45 | ½     | \$3.30   | N/A           |
| 7                                  | Palmolive Naturals Shampoo/Conditioner 350mL      | \$2.51 | ½     | \$2.49   | 71¢ per 100mL |
| Television Advertised - Fri 19 Nov |                                                   |        |       |          |               |
| 8                                  | Produce Line - Refer to Fresh Sheet (Produce)     |        |       | \$0.00kg | N/A           |

| Google Advertised |                                        |        |   |        |               |
|-------------------|----------------------------------------|--------|---|--------|---------------|
| 1                 | Twinings Teabags 10s                   | \$1.66 | ½ | \$1.59 | N/A           |
| 2                 | Eta 5 Star Spread 500g                 | \$1.40 | ½ | \$1.40 | 28¢ per 100g  |
| 3                 | Marathon Dim Sims 500g                 | \$2.10 | ½ | \$2.10 | 42¢ per 100g  |
| 4                 | Morning Fresh Dishwashing Liquid 900mL | \$3.75 | ½ | \$3.75 | 42¢ per 100mL |

| Facebook Advertised                              |                                                       |        |  |          |                |
|--------------------------------------------------|-------------------------------------------------------|--------|--|----------|----------------|
| 1                                                | Southern Heritage Ham Cob Half/Full (Meat)            |        |  | \$8.99kg | \$8.99 per 1kg |
| Facebook Advertised - Peters Icy Treats Big Sale |                                                       |        |  |          |                |
| 1                                                | Peters Ice Cream 4L                                   | \$3.01 |  | \$6.99   | 17¢ per 100mL  |
| 2                                                | Peters Lemonade or Raspberry & Lemonade Icy Poles 8pk | \$1.00 |  | \$3.99   | N/A            |
| 3                                                | Peters Light & Creamy 1.8L                            | \$1.51 |  | \$3.99   | 22¢ per 100mL  |
| 4                                                | Peters Maxibon 4pk                                    | \$2.51 |  | \$5.99   | 97¢ per 100mL  |
| 5                                                | Peters Drumsticks 24pk                                | \$8.00 |  | \$21.99  | 77¢ per 100mL  |

| Wednesday Catalogue Email Header                                    |                                   |        |  |           |               |
|---------------------------------------------------------------------|-----------------------------------|--------|--|-----------|---------------|
| 1                                                                   | Duck River Soft Butter 500g (POT) | \$1.31 |  | \$4.49    | 90¢ per 100g  |
| 2                                                                   | Peters Ice Cream 4L               | \$3.01 |  | \$6.99    | 17¢ per 100mL |
| Friday Catalogue Email - Eye Fillet with Herb & Garlic Sauce Recipe |                                   |        |  |           |               |
| 1                                                                   | Eye Fillet Steak (Meat)           |        |  | \$42.99kg | N/A           |

| Website Banner |                                                   |        |    |        |     |
|----------------|---------------------------------------------------|--------|----|--------|-----|
| 1              | Arnott's Shapes 140-190g                          | \$1.60 | ½  | \$1.60 | N/A |
| 2              | Cadbury/Fry's/Europe/Toblerone Medium Bars 30-60g | \$1.11 | >½ | \$0.89 | N/A |

| Radio Advertised |                                                   |        |    |        |               |
|------------------|---------------------------------------------------|--------|----|--------|---------------|
| 1                | Duck River Soft Butter 500g (POT)                 | \$1.31 |    | \$4.49 | 90¢ per 100g  |
| 2                | Peters Ice Cream 4L                               | \$3.01 |    | \$6.99 | 17¢ per 100mL |
| 3                | Arnott's Shapes 140-190g                          | \$1.60 | ½  | \$1.60 | N/A           |
| 4                | Cadbury/Fry's/Europe/Toblerone Medium Bars 30-60g | \$1.11 | >½ | \$0.89 | N/A           |
| 5                | Praise Salad Dressing 330mL                       | \$1.93 | ½  | \$1.92 | 58¢ per 100mL |
| 6                | Nescafé Coffee Sachets 10pk/Gold 8pk              | \$3.45 | ½  | \$3.30 | N/A           |
| 7                | Palmolive Naturals Shampoo/Conditioner 350mL      | \$2.51 | ½  | \$2.49 | 71¢ per 100mL |
| 8                | Eta 5 Star Spread 500g                            | \$1.40 | ½  | \$1.40 | 28¢ per 100g  |



# Press

Examiner / Mercury / Advocate

Wednesday 17 Nov 2021 - Tuesday 23 Nov 2021 (week 47)

| Thursday 18 Nov - ALL PRESS                        |                                                        | Save   | % Off | Retail    |                |
|----------------------------------------------------|--------------------------------------------------------|--------|-------|-----------|----------------|
| 1                                                  | Coca-Cola/Lift/Fanta/Sprite Soft Drink Cans 375mL 24pk | \$3.60 |       | \$17.99   | \$2.00 per 1L  |
| 2                                                  | Kettle Potato Chips 150-175g                           | \$2.33 | ½     | \$2.32    | N/A            |
| 3                                                  | iCare Toilet Tissue 24pk                               | \$4.00 |       | \$8.99    | 21¢ per 100sh  |
| Thursday 19 Nov - Mercury - 1/2 Price              |                                                        |        |       |           |                |
| 1                                                  | Arnott's Shapes 140-190g TV                            | \$1.60 | ½     | \$1.60    | N/A            |
| 2                                                  | Cadbury/Fry's/Europe/Toblerone Medium Bars 30-60g TV   | \$1.11 | >½    | \$0.89    | N/A            |
| 3                                                  | Praise Salad Dressing 330mL TV                         | \$1.93 | ½     | \$1.92    | 58¢ per 100mL  |
| 4                                                  | Nescafé Coffee Sachets 10pk/Gold 8pk TV                | \$3.45 | ½     | \$3.30    | N/A            |
| 5                                                  | Palmolive Naturals Shampoo/Conditioner 350mL TV        | \$2.51 | ½     | \$2.49    | 71¢ per 100mL  |
| 6                                                  | Marathon Dim Sims 500g Digital                         | \$2.10 | ½     | \$2.10    | 42¢ per 100g   |
| Friday 19 Nov - Mercury - (Market Fresh)           |                                                        |        |       |           |                |
| 1                                                  | Golden Crumpet Rounds 6pk (POT)                        | \$1.56 |       | \$1.99    | 40¢ per 100g   |
| 2                                                  | Eye Fillet Steak (Meat) Digital                        |        |       | \$42.99kg | N/A            |
| 3                                                  | Produce Line - Refer to Fresh Sheet (Produce) TV       |        |       | \$0.00kg  | N/A            |
| Friday 19 Nov - Advocate/Examiner - (Market Fresh) |                                                        |        |       |           |                |
| 1                                                  | Golden Crumpet Rounds 6pk (POT)                        | \$1.56 |       | \$1.99    | 40¢ per 100g   |
| 2                                                  | Eye Fillet Steak (Meat) Digital                        |        |       | \$42.99kg | N/A            |
| 3                                                  | KRC Premium Virginian Ham (Deli)                       |        |       | \$13.99kg | N/A            |
| Friday 19 Nov - Advocate/Examiner - (Market Fresh) |                                                        |        |       |           |                |
| 1                                                  | Produce Line - Refer to Fresh Sheet (Produce)          |        |       | \$0.00kg  | N/A            |
| 2                                                  | Produce Line - Refer to Fresh Sheet (Produce)          |        |       | \$0.00kg  | N/A            |
| 3                                                  | Produce Line - Refer to Fresh Sheet (Produce) TV       |        |       | \$0.00kg  | N/A            |
| Saturday 20 Nov - ALL PRESS                        |                                                        |        |       |           |                |
| 1                                                  | Nescafé Blend 43 Coffee 500g/Gold 320g                 | \$4.00 |       | \$15.99   | N/A            |
| 2                                                  | Bega Tasty Cheese Block 1kg                            | \$4.96 |       | \$8.99    | \$8.99 per 1kg |
| 3                                                  | Chum Canned Dog Food 1.2kg                             | \$0.41 |       | \$2.79    | 23¢ per 100g   |
| Saturday 20 Nov - Mercury Front Page               |                                                        |        |       |           |                |
| 1                                                  | Duck River Soft Butter 500g (POT) TV                   | \$1.31 |       | \$4.49    | 90¢ per 100g   |
| 2                                                  | Peters Ice Cream 4L TV                                 | \$3.01 |       | \$6.99    | 17¢ per 100mL  |



## Wednesday 17 Nov 2021 - Tuesday 23 Nov 2021 (week 47)

| Front                              |                                                                           |         | Save   | % Off | Retail    |                  |
|------------------------------------|---------------------------------------------------------------------------|---------|--------|-------|-----------|------------------|
| 1                                  | Arnott's Shapes 140-190g                                                  | TV      | \$1.60 | ½     | \$1.60    | N/A              |
| 2                                  | Cadbury/Fry's/Europe/Toblerone Medium Bars 30-60g                         | TV      | \$1.11 | >½    | \$0.89    | N/A              |
| 3                                  | Duck River Soft Butter 500g (POT)                                         | TV      | \$1.31 |       | \$4.49    | 90¢ per 100g     |
| 4                                  | Peters Ice Cream 4L                                                       | TV      | \$3.01 |       | \$6.99    | 17¢ per 100mL    |
| 5                                  | Eye Fillet Steak (Meat)                                                   | Digital |        |       | \$42.99kg | N/A              |
| Page 2 - Meat & Produce            |                                                                           |         |        |       |           |                  |
| 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                                  | Produce Line - Refer to Fresh Sheet (Produce)                             |         |        |       | \$0.00kg  | N/A              |
| 4                                  | JC's Cashews & Macadamias 375g (Produce)                                  |         | \$3.90 |       | \$13.99ea | \$37.31 per 1kg  |
| 5                                  | Lamb Forequarter Chops (Meat)                                             |         |        |       | \$18.99kg | N/A              |
| 6                                  | Scottsdale Pork Traditional English Thin Pork Sausage 700g (Meat)         |         |        |       | \$10.49ea | \$14.99 per 1kg  |
| 7                                  | Scottsdale Pork Boneless Pork Scotch Roast (Meat)                         |         |        |       | \$16.99kg | N/A              |
| 8                                  | Nichols Chicken Tenders (Tray) (Meat)                                     |         |        |       | \$12.99kg | N/A              |
| Page 3 - Deli & Bakery             |                                                                           |         |        |       |           |                  |
| 1                                  | KRC Premium Virginian Ham (Deli)                                          | Press   |        |       | \$13.99kg | N/A              |
| 2                                  | Marion Bay Chicken Breast Chunks (Deli)                                   |         |        |       | \$9.99kg  | N/A              |
| 3                                  | Pandani Cabana (Deli)                                                     |         |        |       | \$12.99kg | N/A              |
| 4                                  | Tibaldi Long Rindless Bacon (2.5kg) (Deli)                                |         |        |       | \$13.99kg | N/A              |
| 5                                  | Golden Crumpet Rounds 6pk (POT)                                           | Press   | \$1.56 |       | \$1.99    | 40¢ per 100g     |
| 6                                  | Mighty Soft Sliced Bread 700g (POT)                                       |         | \$1.10 |       | \$2.99    | 43¢ per 100g     |
| 7                                  | Mission Naan Bread 4pk                                                    |         | \$0.86 |       | \$2.99    | \$1.07 per 100g  |
| 8                                  | Central Cake Co Deluxe Lamingtons 2pk (POT)                               |         | \$1.00 |       | \$4.99    | \$2.50 per 100g  |
| Page 4                             |                                                                           |         |        |       |           |                  |
| 1                                  | Kinder Bueno 39/43g                                                       |         | \$1.19 | ½     | \$1.10    | N/A              |
| 2                                  | Arnott's Tim Tam Biscuits 160-200g                                        |         | \$1.01 |       | \$2.99    | N/A              |
| 3                                  | Coca-Cola/Lift/Fanta/Sprite Soft Drink 1.25L                              |         | \$0.66 |       | \$2.19    | \$1.75 per 1L    |
| 4                                  | Powerade Sports Drink 600mL                                               |         | \$1.15 |       | \$2.75    | \$4.58 per 1L    |
| 5                                  | Mount Franklin Lightly Sparkling Spring Water 1.25L                       |         | \$3.18 | ½     | 2 for \$3 | \$1.20 per 1L    |
| 6                                  | Clearly Tasmanian Water 600mL 20pk (POT)                                  |         | \$2.00 |       | \$6.99    | 58¢ per 1L       |
| 7                                  | Schweppes/Pepsi Cans 375mL 10pk                                           |         | \$3.51 |       | \$7.99    | \$2.13 per 1L    |
| 8                                  | Coca-Cola/Lift/Fanta/Sprite Soft Drink Cans 375mL 24pk                    | Press   | \$3.60 |       | \$17.99   | \$2.00 per 1L    |
| Page 4 - Snacks Feature Side Panel |                                                                           |         |        |       |           |                  |
| 9                                  | Ritz Cracker Bites 180g                                                   |         | \$2.30 | ½     | \$1.99    | \$1.11 per 100g  |
| 10                                 | Ritz Original 100g                                                        |         | \$0.86 | ½     | \$0.79    | 79¢ per 100g     |
| 11                                 | Captain's Table Water Crackers 125g                                       |         | \$0.80 |       | \$1.00    | 80¢ per 100g     |
| 12                                 | Smith's Potato Chips/Doritos Corn Chips 130-175g                          |         | \$1.06 |       | \$2.69    | N/A              |
| Page 5                             |                                                                           |         |        |       |           |                  |
| 1                                  | Nescafé Blend 43 Coffee 500g/Gold 320g                                    | Press   | \$4.00 |       | \$15.99   | N/A              |
| 2                                  | Tetley Tea Cup Bags Extra Strong 100pk                                    |         | \$1.76 |       | \$3.99    | \$2.00 per 100g  |
| 3                                  | Golden Circle Fruit Drink 250mL 6pk                                       |         | \$1.00 |       | \$2.99    | \$1.99 per 1L    |
| 4                                  | Kellogg's Nutri Grain/Coco Pops/Special K/Sultana Bran 500-730g           |         | \$1.61 |       | \$5.99    | N/A              |
| 5                                  | Edgell Baby Peas/Peas Corn & Carrots/Peas & Carrots/Baby Peas & Corn 420g |         | \$0.31 |       | \$1.69    | \$4.02 per 1kg   |
| 6                                  | Koala Jasmine/Long Grain Rice 1kg                                         |         | \$0.50 |       | \$1.99    | 20¢ per 100g     |
| 7                                  | Heinz Seriously Good Mayo/Aioli 295mL                                     |         | \$1.01 |       | \$2.99    | \$1.01 per 100mL |



## Wednesday 17 Nov 2021 - Tuesday 23 Nov 2021 (week 47)

|                                              |                                                         |         |        |   |         |                  |
|----------------------------------------------|---------------------------------------------------------|---------|--------|---|---------|------------------|
| 8                                            | Kantong Simmer Sauce 505-520g                           |         | \$0.86 |   | \$2.99  | N/A              |
| <b>Page 5 - Nestle Cooking Side Panel</b>    |                                                         |         |        |   |         |                  |
| 9                                            | Nestle Chocolate Melts 290g                             |         | \$0.46 |   | \$3.49  | \$1.20 per 100g  |
| 10                                           | Nestle Chocolate Bits 180/200g                          |         | \$0.51 |   | \$3.49  | N/A              |
| 11                                           | Nestle Condensed Milk 395-410g                          |         | \$0.80 |   | \$2.75  | N/A              |
| <b>Page 6</b>                                |                                                         |         |        |   |         |                  |
| 1                                            | Mainland On the Go Cheese & Crackers 50g/Artisan 36/38g |         | \$0.60 |   | \$1.99  | N/A              |
| 2                                            | Eta 5 Star Spread 500g                                  | Digital | \$1.40 | ½ | \$1.40  | 28¢ per 100g     |
| 3                                            | Bega Tasty Cheese Block 1kg                             | Press   | \$4.96 |   | \$8.99  | \$8.99 per 1kg   |
| 4                                            | Dairy Farmers Thick & Creamy Yoghurt 600g               |         | \$1.70 |   | \$3.99  | 67¢ per 100g     |
| 5                                            | Vaalia Kids Yoghurt 140g                                |         | \$0.50 |   | \$1.75  | \$1.25 per 100g  |
| 6                                            | Philadelphia Cream Cheese Block/Tub/Pourover 250g       |         | \$0.81 |   | \$3.49  | \$13.96 per 1kg  |
| 7                                            | Primo Bacon Pieces Twin Pack 300g                       |         | \$1.66 |   | \$3.49  | \$11.63 per 1kg  |
| 8                                            | Ingham's Chicken Breast Nuggets Original 400g           |         | \$1.60 |   | \$4.99  | \$12.48 per 1kg  |
| 9                                            | On the Menu Frozen Meal 260g                            |         | \$1.16 |   | \$1.99  | 77¢ per 100g     |
| 10                                           | Marathon Dim Sims 500g                                  | Digital | \$2.10 | ½ | \$2.10  | 42¢ per 100g     |
| 11                                           | McCain Family Pizza 490/500g                            |         | \$2.36 |   | \$5.99  | N/A              |
| 12                                           | McCain Super Fries 900g                                 |         | \$1.20 |   | \$3.49  | \$3.88 per 1kg   |
| <b>Page 7</b>                                |                                                         |         |        |   |         |                  |
| 1                                            | iCare Toilet Tissue 24pk                                | Press   | \$4.00 |   | \$8.99  | 21¢ per 100sh    |
| 2                                            | iCare Paper Towel 2pk                                   |         | \$1.84 | ½ | \$1.75  | \$1.46 per 100ea |
| 3                                            | Huggies Jumbo Disposable Nappies 60-108s                |         | \$4.01 |   | \$29.99 | N/A              |
| 4                                            | Kleenex Wellbeing Facial Tissues 85/95s                 |         | \$0.61 |   | \$1.99  | N/A              |
| 5                                            | Dynamo Professional 900mL                               |         | \$5.01 |   | \$6.99  | \$7.77 per 1L    |
| 6                                            | Pine-o-Cleen Disinfectant 1.25L                         |         | \$1.36 |   | \$4.99  | 40¢ per 100mL    |
| 7                                            | Colgate Plax Mouthwash 500mL                            |         | \$2.01 |   | \$4.29  | 86¢ per 100mL    |
| 8                                            | Dove Antiperspirant 220-254mL                           |         | \$3.50 |   | \$3.99  | N/A              |
| <b>Page 7 - Pet Care Side Panel</b>          |                                                         |         |        |   |         |                  |
| 9                                            | Schmackos Strapz 500g                                   |         | \$3.91 |   | \$8.99  | \$1.80 per 100g  |
| 10                                           | Whiskas Dry Cat Food 800g                               |         | \$0.90 |   | \$4.49  | 56¢ per 100g     |
| 11                                           | Whiskas Pouches 85g 12pk (excl. So)                     |         | \$2.01 |   | \$6.99  | 69¢ per 100g     |
| 12                                           | Chum Canned Dog Food 1.2kg                              | Press   | \$0.41 |   | \$2.79  | 23¢ per 100g     |
| <b>Page 8</b>                                |                                                         |         |        |   |         |                  |
| 1                                            | Praise Salad Dressing 330mL                             | TV      | \$1.93 | ½ | \$1.92  | 58¢ per 100mL    |
| 2                                            | Nescafé Coffee Sachets 10pk/Gold 8pk                    | TV      | \$3.45 | ½ | \$3.30  | N/A              |
| 3                                            | Kettle Potato Chips 150-175g                            | Press   | \$2.33 | ½ | \$2.32  | N/A              |
| 4                                            | Twinings Teabags 10s                                    | Digital | \$1.66 | ½ | \$1.59  | N/A              |
| 5                                            | Palmolive Naturals Shampoo/Conditioner 350mL            | TV      | \$2.51 | ½ | \$2.49  | 71¢ per 100mL    |
| 6                                            | Morning Fresh Dishwashing Liquid 900mL                  | Digital | \$3.75 | ½ | \$3.75  | 42¢ per 100mL    |
| <b>Page 9 - LPE Full Page (Digital Only)</b> |                                                         |         |        |   |         |                  |
| 1                                            | Schweppes Traditional/Mineral Water/Mixers 1.1L         | LPE     |        |   | \$1.75  | \$1.59 per 1L    |
| 2                                            | Oak Thick Flavoured Milk 425mL                          | LPE     |        |   | \$2.49  | \$5.86 per 1L    |
| 3                                            | Red Bull Energy Drink 250mL                             | LPE     |        |   | \$2.49  | \$9.96 per 1L    |
| 4                                            | Colgate Regular Toothpaste 110/120g                     | LPE     |        |   | \$2.49  | N/A              |
| 5                                            | Morning Sun Muesli 650g                                 | LPE     |        |   | \$3.49  | 54¢ per 100g     |
| 6                                            | BabyLove Everyday Baby Wipes 80pk                       | LPE     |        |   | \$3.49  | \$4.36 per 100ea |

**Wednesday 17 Nov 2021 - Tuesday 23 Nov 2021 (week 47)**

|                                                                                          |                                                       |         |        |  |           |                  |
|------------------------------------------------------------------------------------------|-------------------------------------------------------|---------|--------|--|-----------|------------------|
| 7                                                                                        | San Remo La Pasta Range 80g                           | LPE     |        |  | \$1.00    | \$1.25 per 100g  |
| <b>Page 10 - Ice Cream Big Sale Feature Full Page (Digital Only)</b>                     |                                                       |         |        |  |           |                  |
| 1                                                                                        | Peters Lemonade or Raspberry & Lemonade Icy Poles 8pk | Digital | \$1.00 |  | \$3.99    | N/A              |
| 2                                                                                        | Peters Maxibon 4pk                                    | Digital | \$2.51 |  | \$5.99    | 97¢ per 100mL    |
| 3                                                                                        | Peters Drumsticks 24pk                                | Digital | \$8.00 |  | \$21.99   | 77¢ per 100mL    |
| 4                                                                                        | Peters Light & Creamy 1.8L                            | Digital | \$1.51 |  | \$3.99    | 22¢ per 100mL    |
| 5                                                                                        | Peters Ice Cream 4L                                   | TV      | \$3.01 |  | \$6.99    | 17¢ per 100mL    |
| 6                                                                                        | Halo Top Ice Cream 473mL                              |         | \$2.01 |  | \$7.99    | \$1.69 per 100mL |
| 7                                                                                        | Golden North Giant Twin Ice Cream 5pk                 |         | \$2.76 |  | \$5.99    | 80¢ per 100mL    |
| <b>Page 11 - Southern Heritage Cob Ham Full Page (Digital Only)</b>                      |                                                       |         |        |  |           |                  |
| 1                                                                                        | Southern Heritage Ham Cob Half/Full (Meat)            | Digital |        |  | \$8.99kg  | \$8.99 per 1kg   |
| <b>Page 12 - Eye Fillet with Herb &amp; Garlic Sauce Recipe Full Page (Digital Only)</b> |                                                       |         |        |  |           |                  |
| 1                                                                                        | Eye Fillet Steak (Meat)                               | Digital |        |  | \$42.99kg | N/A              |



Wednesday 17 Nov 2021 - Tuesday 23 Nov 2021 (week 47)

| Front Page                            |                                                        |         | Save   | % Off | Retail    |                 |
|---------------------------------------|--------------------------------------------------------|---------|--------|-------|-----------|-----------------|
| 1                                     | Arnott's Shapes 140-190g                               | TV      | \$1.60 | ½     | \$1.60    | N/A             |
| 2                                     | Cadbury/Fry's/Europe/Toblerone Medium Bars 30-60g      | TV      | \$1.11 | >½    | \$0.89    | N/A             |
| 3                                     | Duck River Soft Butter 500g (POT)                      | TV      | \$1.31 |       | \$4.49    | 90¢ per 100g    |
| 4                                     | Peters Ice Cream 4L                                    | TV      | \$3.01 |       | \$6.99    | 17¢ per 100mL   |
| 5                                     | Eye Fillet Steak (Meat)                                | Digital |        |       | \$42.99kg | N/A             |
| Page 2                                |                                                        |         |        |       |           |                 |
| 1                                     | Kinder Bueno 39/43g                                    |         | \$1.19 | ½     | \$1.10    | N/A             |
| 2                                     | Arnott's Tim Tam Biscuits 160-200g                     |         | \$1.01 |       | \$2.99    | N/A             |
| 3                                     | Ritz Cracker Bites 180g                                |         | \$2.30 | ½     | \$1.99    | \$1.11 per 100g |
| 4                                     | Captain's Table Water Crackers 125g                    |         | \$0.80 |       | \$1.00    | 80¢ per 100g    |
| 5                                     | Smith's Potato Chips/Doritos Corn Chips 130-175g       |         | \$1.06 |       | \$2.69    | N/A             |
| 6                                     | Powerade Sports Drink 600mL                            |         | \$1.15 |       | \$2.75    | \$4.58 per 1L   |
| 7                                     | Coca-Cola/Lift/Fanta/Sprite Soft Drink Cans 375mL 24pk | Press   | \$3.60 |       | \$17.99   | \$2.00 per 1L   |
| 8                                     | Mount Franklin Lightly Sparkling Spring Water 1.25L    |         | \$3.18 | ½     | 2 for \$3 | \$1.20 per 1L   |
| 9                                     | Clearly Tasmanian Water 600mL 20pk (POT)               |         | \$2.00 |       | \$6.99    | 58¢ per 1L      |
| 10                                    | Nescafé Blend 43 Coffee 500g/Gold 320g                 | Press   | \$4.00 |       | \$15.99   | N/A             |
| 11                                    | Golden Circle Fruit Drink 250mL 6pk                    |         | \$1.00 |       | \$2.99    | \$1.99 per 1L   |
| 12                                    | Kantong Simmer Sauce 505-520g                          |         | \$0.86 |       | \$2.99    | N/A             |
| Page 3 - Half Price Feature           |                                                        |         |        |       |           |                 |
| 1                                     | Praise Salad Dressing 330mL                            | TV      | \$1.93 | ½     | \$1.92    | 58¢ per 100mL   |
| 2                                     | Nescafé Coffee Sachets 10pk/Gold 8pk                   | TV      | \$3.45 | ½     | \$3.30    | N/A             |
| 3                                     | Twinings Teabags 10s                                   | Digital | \$1.66 | ½     | \$1.59    | N/A             |
| 4                                     | Kettle Potato Chips 150-175g                           | Press   | \$2.33 | ½     | \$2.32    | N/A             |
| 5                                     | Palmolive Naturals Shampoo/Conditioner 350mL           | TV      | \$2.51 | ½     | \$2.49    | 71¢ per 100mL   |
| 6                                     | Morning Fresh Dishwashing Liquid 900mL                 | Digital | \$3.75 | ½     | \$3.75    | 42¢ per 100mL   |
| Page 3                                |                                                        |         |        |       |           |                 |
| 7                                     | iCare Toilet Tissue 24pk                               | Press   | \$4.00 |       | \$8.99    | 21¢ per 100sh   |
| 8                                     | Huggies Jumbo Disposable Nappies 60-108s               |         | \$4.01 |       | \$29.99   | N/A             |
| 9                                     | Dove Antiperspirant 220-254mL                          |         | \$3.50 |       | \$3.99    | N/A             |
| 10                                    | Chum Canned Dog Food 1.2kg                             | Press   | \$0.41 |       | \$2.79    | 23¢ per 100g    |
| 11                                    | Whiskas Dry Cat Food 800g                              |         | \$0.90 |       | \$4.49    | 56¢ per 100g    |
| 12                                    | Whiskas Pouches 85g 12pk (excl. So)                    |         | \$2.01 |       | \$6.99    | 69¢ 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 Cashews & Macadamias 375g (Produce)               |         | \$3.90 |       | \$13.99ea | \$37.31 per 1kg |
| 4                                     | Golden Crumpet Rounds 6pk (POT)                        | Press   | \$1.56 |       | \$1.99    | 40¢ per 100g    |
| 5                                     | Eta 5 Star Spread 500g                                 | Digital | \$1.40 | ½     | \$1.40    | 28¢ per 100g    |
| 6                                     | Vaalia Kids Yoghurt 140g                               |         | \$0.50 |       | \$1.75    | \$1.25 per 100g |
| 7                                     | Bega Tasty Cheese Block 1kg                            | Press   | \$4.96 |       | \$8.99    | \$8.99 per 1kg  |
| 8                                     | Marathon Dim Sims 500g                                 | Digital | \$2.10 | ½     | \$2.10    | 42¢ per 100g    |
| 9                                     | McCain Super Fries 900g                                |         | \$1.20 |       | \$3.49    | \$3.88 per 1kg  |
| 10                                    | On the Menu Frozen Meal 260g                           |         | \$1.16 |       | \$1.99    | 77¢ per 100g    |
| Page 5 - LPE Full Page (Digital Only) |                                                        |         |        |       |           |                 |
| 1                                     | Schweppes Traditional/Mineral Water/Mixers 1.1L        | LPE     |        |       | \$1.75    | \$1.59 per 1L   |



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|                                                                                         |                                                       |         |        |  |           |                  |
|-----------------------------------------------------------------------------------------|-------------------------------------------------------|---------|--------|--|-----------|------------------|
| 2                                                                                       | Oak Thick Flavoured Milk 425mL                        | LPE     |        |  | \$2.49    | \$5.86 per 1L    |
| 3                                                                                       | Red Bull Energy Drink 250mL                           | LPE     |        |  | \$2.49    | \$9.96 per 1L    |
| 4                                                                                       | Colgate Regular Toothpaste 110/120g                   | LPE     |        |  | \$2.49    | N/A              |
| 5                                                                                       | Morning Sun Muesli 650g                               | LPE     |        |  | \$3.49    | 54¢ per 100g     |
| 6                                                                                       | BabyLove Everyday Baby Wipes 80pk                     | LPE     |        |  | \$3.49    | \$4.36 per 100ea |
| 7                                                                                       | San Remo La Pasta Range 80g                           | LPE     |        |  | \$1.00    | \$1.25 per 100g  |
| <b>Page 6 - Ice Cream Big Sale Feature Full Page (Digital Only)</b>                     |                                                       |         |        |  |           |                  |
| 1                                                                                       | Peters Lemonade or Raspberry & Lemonade Icy Poles 8pk | Digital | \$1.00 |  | \$3.99    | N/A              |
| 2                                                                                       | Peters Maxibon 4pk                                    | Digital | \$2.51 |  | \$5.99    | 97¢ per 100mL    |
| 3                                                                                       | Peters Drumsticks 24pk                                | Digital | \$8.00 |  | \$21.99   | 77¢ per 100mL    |
| 4                                                                                       | Peters Light & Creamy 1.8L                            | Digital | \$1.51 |  | \$3.99    | 22¢ per 100mL    |
| 5                                                                                       | Peters Ice Cream 4L                                   | TV      | \$3.01 |  | \$6.99    | 17¢ per 100mL    |
| 6                                                                                       | Halo Top Ice Cream 473mL                              |         | \$2.01 |  | \$7.99    | \$1.69 per 100mL |
| 7                                                                                       | Golden North Giant Twin Ice Cream 5pk                 |         | \$2.76 |  | \$5.99    | 80¢ per 100mL    |
| <b>Page 7 - Southern Heritage Cob Ham Full Page (Digital Only)</b>                      |                                                       |         |        |  |           |                  |
| 1                                                                                       | Southern Heritage Ham Cob Half/Full (Meat)            | Digital |        |  | \$8.99kg  | \$8.99 per 1kg   |
| <b>Page 8 - Eye Fillet with Herb &amp; Garlic Sauce Recipe Full Page (Digital Only)</b> |                                                       |         |        |  |           |                  |
| 1                                                                                       | Eye Fillet Steak (Meat)                               | Digital |        |  | \$42.99kg | N/A              |



# Press

Examiner / Mercury / Advocate

Wednesday 17 Nov 2021 - Tuesday 23 Nov 2021 (week 47)

| Alpha Sorted List - ALL PRESS (Including Digital) |                                                        |         | Retail  |                |
|---------------------------------------------------|--------------------------------------------------------|---------|---------|----------------|
| 1                                                 | !Eta 5 Star Spread 500g                                | Digital | \$1.40  | 28¢ per 100g   |
| 2                                                 | !Palmolive Naturals Shampoo/Conditioner 350mL          | TV      | \$2.49  | 71¢ per 100mL  |
| 3                                                 | Arnott's Shapes 140-190g                               | TV      | \$1.60  | N/A            |
| 4                                                 | Bega Tasty Cheese Block 1kg                            |         | \$8.99  | \$8.99 per 1kg |
| 5                                                 | Cadbury/Fry's/Europe/Toblerone Medium Bars 30-60g      | TV      | \$0.89  | N/A            |
| 6                                                 | Chum Canned Dog Food 1.2kg                             |         | \$2.79  | 23¢ per 100g   |
| 7                                                 | Coca-Cola/Lift/Fanta/Sprite Soft Drink Cans 375mL 24pk |         | \$17.99 | \$2.00 per 1L  |
| 8                                                 | Duck River Soft Butter 500g (POT)                      | TV      | \$4.49  | 90¢ per 100g   |
| 9                                                 | Golden Crumpet Rounds 6pk (POT)                        |         | \$1.99  | 40¢ per 100g   |
| 10                                                | iCare Toilet Tissue 24pk                               |         | \$8.99  | 21¢ per 100sh  |
| 11                                                | Kettle Potato Chips 150-175g                           |         | \$2.32  | N/A            |
| 12                                                | Marathon Dim Sims 500g                                 | Digital | \$2.10  | 42¢ per 100g   |
| 13                                                | Morning Fresh Dishwashing Liquid 900mL                 | Digital | \$3.75  | 42¢ per 100mL  |
| 14                                                | Nescafé Blend 43 Coffee 500g/Gold 320g                 |         | \$15.99 | N/A            |
| 15                                                | Nescafé Coffee Sachets 10pk/Gold 8pk                   | TV      | \$3.30  | N/A            |
| 16                                                | Peters Drumsticks 24pk                                 | Digital | \$21.99 | 77¢ per 100mL  |
| 17                                                | Peters Ice Cream 4L                                    | TV      | \$6.99  | 17¢ per 100mL  |
| 18                                                | Peters Lemonade or Raspberry & Lemonade Icy Poles 8pk  | Digital | \$3.99  | N/A            |
| 19                                                | Peters Light & Creamy 1.8L                             | Digital | \$3.99  | 22¢ per 100mL  |
| 20                                                | Peters Maxibon 4pk                                     | Digital | \$5.99  | 97¢ per 100mL  |
| 21                                                | Praise Salad Dressing 330mL                            | TV      | \$1.92  | 58¢ per 100mL  |
| 22                                                | Twinings Teabags 10s                                   | Digital | \$1.59  | N/A            |



# Catalogue

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| Alpha Sorted List - Catalogue |                                                                    | Retail    |                  |
|-------------------------------|--------------------------------------------------------------------|-----------|------------------|
| 1                             | Arnott's Tim Tam Biscuits 160-200g                                 | \$2.99    | N/A              |
| 2                             | BabyLove Everyday Baby Wipes 80pk LPE                              | \$3.49    | \$4.36 per 100ea |
| 3                             | Captain's Table Water Crackers 125g                                | \$1.00    | 80¢ per 100g     |
| 4                             | Central Cake Co Deluxe Lamingtons 2pk (POT)                        | \$4.99    | \$2.50 per 100g  |
| 5                             | Clearly Tasmanian Water 600mL 20pk (POT)                           | \$6.99    | 58¢ per 1L       |
| 6                             | Coca-Cola/Lift/Fanta/Sprite Soft Drink 1.25L                       | \$2.19    | \$1.75 per 1L    |
| 7                             | Colgate Plax Mouthwash 500mL                                       | \$4.29    | 86¢ per 100mL    |
| 8                             | Colgate Regular Toothpaste 110/120g LPE                            | \$2.49    | N/A              |
| 9                             | Dairy Farmers Thick & Creamy Yoghurt 600g                          | \$3.99    | 67¢ per 100g     |
| 10                            | Dove Antiperspirant 220-254mL                                      | \$3.99    | N/A              |
| 11                            | Dynamo Professional 900mL                                          | \$6.99    | \$7.77 per 1L    |
| 12                            | Edgell Baby Peas/Peas Corn & Carrots/Peas & Carrots/Baby Peas & Co | \$1.69    | \$4.02 per 1kg   |
| 13                            | Golden Circle Fruit Drink 250mL 6pk                                | \$2.99    | \$1.99 per 1L    |
| 14                            | Golden North Giant Twin Ice Cream 5pk                              | \$5.99    | 80¢ per 100mL    |
| 15                            | Halo Top Ice Cream 473mL                                           | \$7.99    | \$1.69 per 100mL |
| 16                            | Heinz Seriously Good Mayo/Aioli 295mL                              | \$2.99    | \$1.01 per 100mL |
| 17                            | Huggies Jumbo Disposable Nappies 60-108s                           | \$29.99   | N/A              |
| 18                            | iCare Paper Towel 2pk                                              | \$1.75    | \$1.46 per 100ea |
| 19                            | Ingham's Chicken Breast Nuggets Original 400g                      | \$4.99    | \$12.48 per 1kg  |
| 20                            | Kantong Simmer Sauce 505-520g                                      | \$2.99    | N/A              |
| 21                            | Kellogg's Nutri Grain/Coco Pops/Special K/Sultana Bran 500-730g    | \$5.99    | N/A              |
| 22                            | Kinder Bueno 39/43g                                                | \$1.10    | N/A              |
| 23                            | Kleenex Wellbeing Facial Tissues 85/95s                            | \$1.99    | N/A              |
| 24                            | Koala Jasmine/Long Grain Rice 1kg                                  | \$1.99    | 20¢ per 100g     |
| 25                            | Mainland On the Go Cheese & Crackers 50g/Artisan 36/38g            | \$1.99    | N/A              |
| 26                            | McCain Family Pizza 490/500g                                       | \$5.99    | N/A              |
| 27                            | McCain Super Fries 900g                                            | \$3.49    | \$3.88 per 1kg   |
| 28                            | Mighty Soft Sliced Bread 700g (POT)                                | \$2.99    | 43¢ per 100g     |
| 29                            | Mission Naan Bread 4pk                                             | \$2.99    | \$1.07 per 100g  |
| 30                            | Morning Sun Muesli 650g LPE                                        | \$3.49    | 54¢ per 100g     |
| 31                            | Mount Franklin Lightly Sparkling Spring Water 1.25L                | 2 for \$3 | \$1.20 per 1L    |
| 32                            | Nestle Chocolate Bits 180/200g                                     | \$3.49    | N/A              |
| 33                            | Nestle Chocolate Melts 290g                                        | \$3.49    | \$1.20 per 100g  |
| 34                            | Nestle Condensed Milk 395-410g                                     | \$2.75    | N/A              |
| 35                            | Oak Thick Flavoured Milk 425mL LPE                                 | \$2.49    | \$5.86 per 1L    |
| 36                            | On the Menu Frozen Meal 260g                                       | \$1.99    | 77¢ per 100g     |
| 37                            | Philadelphia Cream Cheese Block/Tub/Pourover 250g                  | \$3.49    | \$13.96 per 1kg  |
| 38                            | Pine-o-Cleen Disinfectant 1.25L                                    | \$4.99    | 40¢ per 100mL    |
| 39                            | Powerade Sports Drink 600mL                                        | \$2.75    | \$4.58 per 1L    |
| 40                            | Primo Bacon Pieces Twin Pack 300g                                  | \$3.49    | \$11.63 per 1kg  |
| 41                            | Red Bull Energy Drink 250mL LPE                                    | \$2.49    | \$9.96 per 1L    |
| 42                            | Ritz Cracker Bites 180g                                            | \$1.99    | \$1.11 per 100g  |
| 43                            | Ritz Original 100g                                                 | \$0.79    | 79¢ per 100g     |
| 44                            | San Remo La Pasta Range 80g LPE                                    | \$1.00    | \$1.25 per 100g  |
| 45                            | Schmackos Strapz 500g                                              | \$8.99    | \$1.80 per 100g  |
| 46                            | Schweppes Traditional/Mineral Water/Mixers 1.1L LPE                | \$1.75    | \$1.59 per 1L    |



# Catalogue

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|    |                                                  |        |                 |
|----|--------------------------------------------------|--------|-----------------|
| 47 | Schweppes/Pepsi Cans 375mL 10pk                  | \$7.99 | \$2.13 per 1L   |
| 48 | Smith's Potato Chips/Doritos Corn Chips 130-175g | \$2.69 | N/A             |
| 49 | Tetley Tea Cup Bags Extra Strong 100pk           | \$3.99 | \$2.00 per 100g |
| 50 | Vaalia Kids Yoghurt 140g                         | \$1.75 | \$1.25 per 100g |
| 51 | Whiskas Dry Cat Food 800g                        | \$4.49 | 56¢ per 100g    |
| 52 | Whiskas Pouches 85g 12pk (excl. So)              | \$6.99 | 69¢ per 100g    |