



tasmanian
independent
retailers

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Dear C-Store Operator

Please be advised that there will be several changes to your promotional buying and specials offer starting 3rd July 2019. Your new promotional offer has been developed from specifically sourced supplier promotional submissions tailored for the convenience market.

Key changes

1. The promotional selling period will **now be fortnightly** instead of weekly. This will commence 3 July 2019.
2. A major benefit is that you will now be able to buy most of these offers over an approx. 4-week period (1 week prior, the 2 weeks of the sell period and a week afterwards) allowing you greater flexibility to make additional purchases for promotionally discounted stock. Please note: the extended buy periods are only applicable to SIW sourced stock (exception being Mondelez e.g. Cadbury as their buy period finishes on the last day of the selling period, essentially 3 weeks buy period). Fresh and Direct sourced stock will have buy periods covering a few days leading in and the duration of the selling period)
3. Initially TIR will provide approximately 200-300 SKUs per fortnight period with promotional pricing. This may increase if more suppliers join the program.
4. The fortnightly promotion will primarily be for convenience type categories covering confectionery, snack foods and drinks. Other categories including general grocery, chilled and frozen promotions will remain but the focus remains on convenience mainstays and smaller product sizes.
5. Point of sale ticketing provision will change, there are no longer any A4 posters provided. Shelf talkers will still be provided in printed or downloadable format.

Our email communication and POS downloads will also change frequency with the fortnightly promotional period. Within the fortnightly email communication, TIR will provide links to download an 'order book' of the offers from SIW (there is no longer a retail list document) and a separate list of the available Fresh and Direct sourced offers.

TIR will be monitoring progress of these new changes and will continue to review and potentially amend the support and promotional program further (if required) to ensure we support our common goal of positive growth.