



Easter 2020

RANGE ORDER GUIDE

Metcash



ORDERS DUE BY
FRIDAY
28TH JUNE 2019

PLACE YOUR ORDER

STEP 1 SEASONAL ORDER CODE

IMPORTANT Scan this barcode to identify this order as a seasonal order. If the barcode is not included your order will not transmit successfully.



605965

Then enter
QTY '1'

STEP 2 SELECT DELIVERY DATE

Scan the correct barcode to nominate your delivery date for this order.

* Please note that you will need to go through steps 1-5 for each delivery date.

FOCUS ON EARLY SELLERS & DISPLAYS

1st Release Date
W.C. 6th Jan 2020



088516

Then enter
QTY '1'

FOCUS ON SHARING

2nd Release Date
W.C. 3rd Feb 2020



088529

Then enter
QTY '1'

FOCUS ON GIFTING

3rd Release Date
W.C. 2nd Mar 2020



088697

Then enter
QTY '1'

STEP 3 SCAN ITEMS

Scan the desired item codes in this guide
(e.g. Kinder Surprise Maxi Egg 100g)

Then enter QTY of
cartons required

STEP 4 TRANSMIT YOUR ORDER BY 28TH JUNE 2019

STEP 5 CONFIRM YOUR ORDER HAS BEEN RECEIVED

NEW CUSTOMER SERVICE DETAILS - CENTRE OF EXCELLENCE

PHONE

Ph: 1300 366 004

EMAIL

customer.service@metcashfg.com

OPERATION HOURS

7AM-7PM, MON-FRI (EST)
8AM-MIDDAY, SAT (EST)

STEP 6 RECORD YOUR ORDER

Fill in the table below to keep a record of your order.

SEASONAL ORDER DESCRIPTION	
DATE OF ORDER	
TRANSMISSION NO.	
CUSTOMER SERVICE REPRESENTATIVE NAME	
TOTAL CARTON QTY	
EXPECTED DELIVERY DATE	
ORDER CONFIRMATION RECEIVED	Yes <input type="checkbox"/> No <input type="checkbox"/>

The prices in this catalogue are correct at the time of printing, based on information supplied in May 2019. They do not include GST, service or delivery fees in the cost prices. Metcash reserves the right to adjust prices without notification.

Dear Retailer,

Welcome to our EASTER 2020 Range Order Guide for Easter Eggs and more!

There are a lot of new products from Cadbury, Mars and Darrell Lea to give you plenty of choice, the ongoing best sellers are available as well.

We will work in partnership with all suppliers to ensure we deliver stock to you on time and in full.

The Darrell Lea products containing nuts have a short shelf life and are not available until the 2nd drop. The Ferrero range is sourced globally and many items are not available until the 2nd drop.

I have confidence the Easter range for 2020 will deliver improved sales for your business and look forward to sharing a successful Easter season with you.

Your sincerely,

Dawn Kitchener

National ACM Seasonal Confectionery

For more information, please contact your state representative:

NSW & ACT
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IGA Distribution
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Fax: (02) 8811 7431
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Eastern Creek NSW 2766

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Andrew Pitt
Buying Manager (QLD)
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Fax: (07) 3804 4034
Metcash Food & Grocery
111-137 Magnesium Drive
Crestmead QLD 4132





VIC
Kieren Hirst
Merchandise
Ph: (03) 8368 6101
Fax: (03) 8368 6108
Metcash Food & Grocery
75-79 Fitzgerald Road
Laverton VIC 3026

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Retailer Insights

- Shoppers start buying “early sellers” 8-12 weeks out from Easter

Grow “early sellers” by activating Egg Bags 110-130g in January!				
	Drop 1	Drop 2	Drop 3	
	JANUARY	FEBRUARY	MARCH	APRIL
STOCK DROP	40%	40%	20%	
ACTIVATION				

- Ensure good stock weight & display in high traffic area in store
- Ensure you order enough stock to last right up until Easter, 60% of the sales are in the last week
- Instore Displays are the key to driving sales and profit



Drive your Easter Sales with Cadbury

Australia's favourite chocolate brand¹

Easter represents
10%
of the total
annual
chocolate sales¹

Mondelēz brands lead at Easter

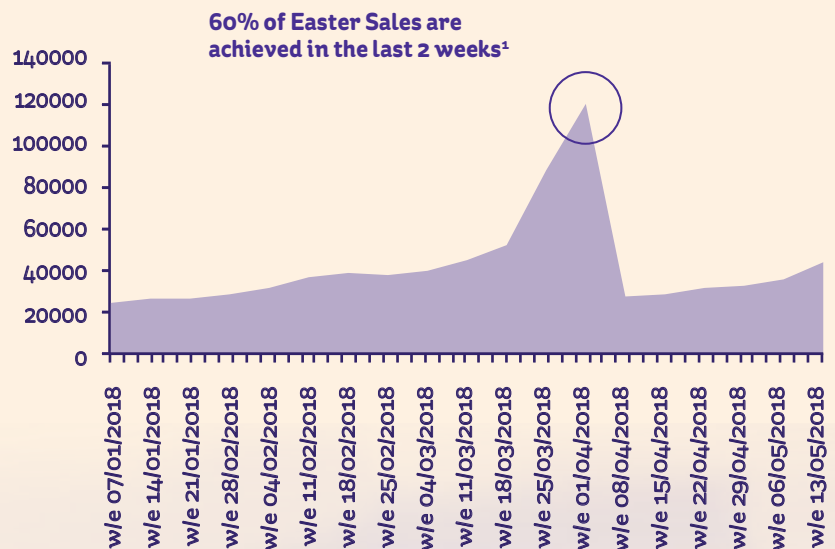
- ✓ Mondelēz 62% value share
- ✓ Cadbury #1 brand, Red Tulip #3 brand at Easter
- ✓ 15 of the top 20 SKUs are Mondelēz products

Shopper Insights indicating **stock availability** in the last 2 weeks of Easter is the biggest opportunity for Easter growth.

Walk away rate (59%) significantly higher vs. Total Chocolate (51%) if preferred product not found²

Loss due to OOS is significant. Easter ranks #3 for shoppers buying nothing if preferred product not found³

Total Grocery/Conv Chocolate Sales RSV ('000)




¹ National Nielsen Scan Data 2018

² Shopper Tracker Easter 2018

³ BrandsLive Tracking (Makerwave: Oct16)


PRE-PACK TOWER & DISPLAY UNITS



Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
645059	CADBURY CRÈME EGG PRE-PACK TOWER	\$239.57	240	N/A	N/A	N/A	
105936	CADBURY CRÈME EGG 39G	\$47.92	48	\$1.69	35%	5	N/A


PRE-PACK TOWER & DISPLAY UNITS



Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
443999	CADBURY MINI EGGS PRE-PACK TOWER	\$215.61	216	N/A	N/A	N/A	
444026	CADBURY MINI EGGS 41.5G	\$23.96	24	\$1.69	35%	9	N/A

PRE-PACK TOWER & DISPLAY UNITS



Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
976764	CADBURY CARAMEL EGG PRE-PACK TOWER	\$239.57	240	N/A	N/A	N/A	
105928	CADBURY CARAMEL EGG 39G	\$47.92	48	\$1.69	35%	5	N/A

PRE-PACK TOWER & DISPLAY UNITS



DISPLAY 1



DISPLAY 2

DISPLAY 1


Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
444005	CADBURY CARAMEL EGG/CRÈME EGG PRE-PACK COUNTER UNIT	\$95.82	96	N/A	N/A	N/A	
105936	CADBURY CRÈME EGG 39G	\$47.92	48	\$1.69	35%	1	N/A
105928	CADBURY CARAMEL EGG 39G	\$47.92	48	\$1.69	35%	1	N/A

DISPLAY 2

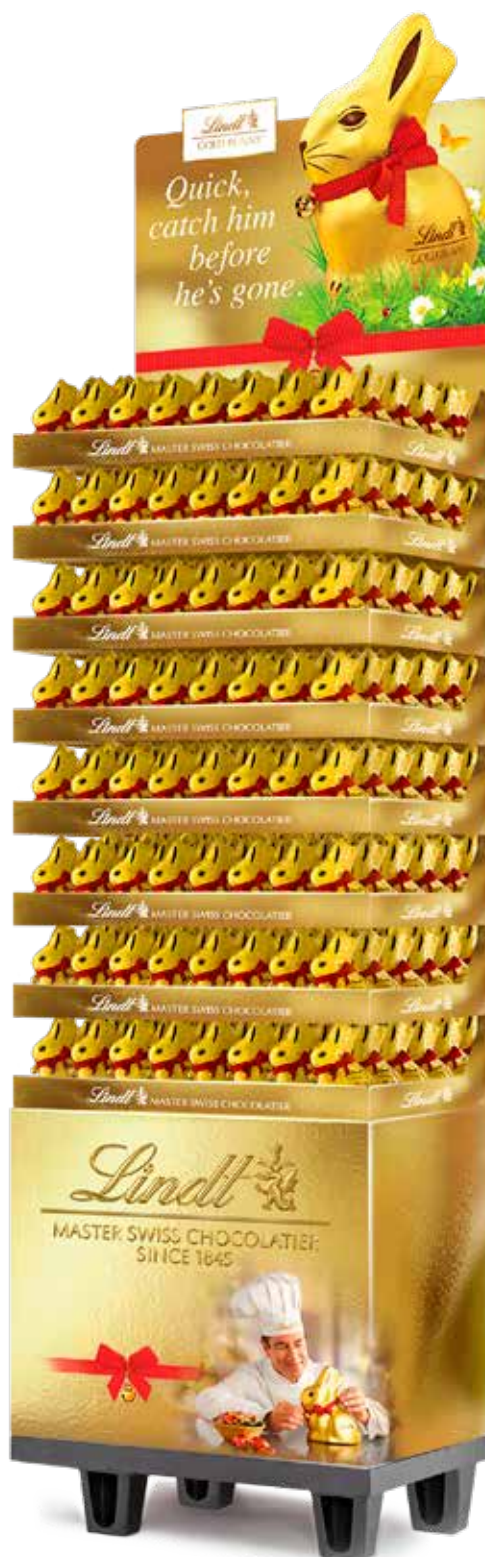
Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
443025	CADBURY MIXED SELF EAT PRE-PACK TOWER	\$239.57	240	N/A	N/A	N/A	
105936	CADBURY CRÈME EGG 39G	\$47.92	48	\$1.69	35%	3	N/A
105928	CADBURY CARAMEL EGG 39G	\$47.92	48	\$1.69	35%	2	N/A


PRE-PACK TOWER & DISPLAY UNITS



Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
934513	MALTEASTER BUNNY PRE-PACK TOWER	\$232.56	320	N/A	N/A	N/A	
122124	MALTEASTER BUNNY 29G	\$23.26	32	\$1.25	36%	10	N/A


PRE-PACK TOWER & DISPLAY UNITS



Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
439115	LINDT GOLD BUNNY MILK 100G 1/4 PALLET DISPLAY	\$1,052.08	256	N/A	N/A	N/A	
999291	LINDT GOLD BUNNY MILK 100G	\$131.51	32	\$6.25	28%	8	N/A


PRE-PACK TOWER & DISPLAY UNITS



Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
923261	LINDT MIXED IMPULSE PREPACK TOWER	\$265.87	442	N/A	N/A	N/A	
165960	LINDT GOLD BUNNY 10G (COUNTER DISPLAY UNIT)	\$58.74	100	\$1.00	35%	2	N/A
165978	LINDOR MILK EGG 18G (COUNTER DISPLAY UNIT)	\$58.74	100	\$1.00	35%	2	N/A
421743	CARROTS IMPULSE 13.5G (COUNTER DISPLAY UNIT)	\$30.91	42	\$1.10	26%	1	N/A

PRE-PACK TOWER & DISPLAY UNITS



Item Code	Item Description	Ctn Cost	Units in box	RRP	Margin	Cartons required	Barcode
937841	KINDER JOY PREPACK TOWER	\$311.93	192	N/A	N/A	N/A	
928363	KINDER JOY T1 20g	\$77.99	48	\$2.50	29%	4	N/A

Early Sellers

Countlines and Egg Bags are the most impulsive segments at Easter!

#1

Best Selling
Countline



CADBURY
CRÈME EGG 39G



CADBURY CARAMEL
EGG 39G



Cadbury leads in Egg Bags with 7 of the Top 10 products nationally¹.

NEW



CADBURY DAIRY
MILK CARAMELLO
EGG BAG 125G



CADBURY DAIRY
MILK MINT
EGG BAG 125G



CADBURY DAIRY
CRUNCHIE
EGG BAG 125G



Perfect for stores
with less space

Capitalise on early sellers opportunity by displaying your Countlines & Egg Bags 8 - 12 weeks out from Easter!

Shopper Insights

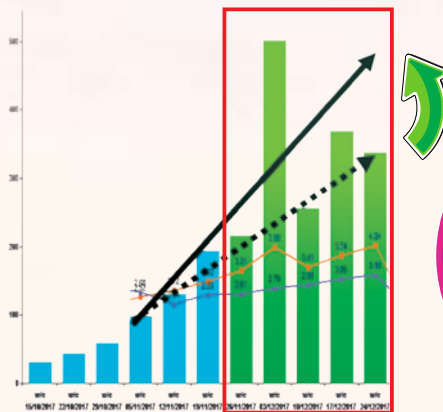
GROW your total basket sales!

Insight:

Shoppers walk away if they can't find the Easter products they're looking for.

This results in valuable basket sales being lost to your competitors

Target
92%
Sell thru



Independent Supermarkets
(Zero Out of Stocks)

Easter represents
10%
of the total
annual
chocolate sales*

Opportunity:

Minimise Easter product out of stocks during Easter week and retain your basket sales!

Shoppers will continue their basket shop in your store!



EARLY SELLERS



CADBURY CRÈME EGG 39G

Code: 105936

Cost: \$47.92

Case Qty: 48

Retail RRP: \$1.69

Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



105936



CADBURY MINI EGGS 41.5G

Code: 444026

Cost: \$23.96

Case Qty: 24

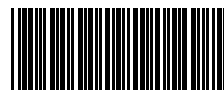
Retail RRP: \$1.69

Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



444026



CADBURY VANILLA MARSHMALLOW BUNNY 35G

Code: 917346

Cost: \$22.55

Case Qty: 40

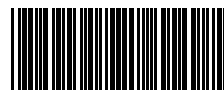
Retail RRP: \$1.00

Unit Margin: 38%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



917346



CADBURY DAIRY MILK 6.6G (COUNTER UNIT)

Code: 197920

Cost: \$47.46

Case Qty: 264

Retail RRP: \$0.35

Unit Margin: 44%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



197920



CADBURY CARAMEL CUTIES 115G

Code: 934563

Cost: \$79.88

Case Qty: 28

Retail RRP: \$4.50

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



934563

NEW



CADBURY CARAMEL EGG 39G

Code: 105928

Cost: \$47.92

Case Qty: 48

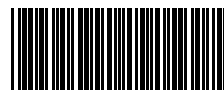
Retail RRP: \$1.69

Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



105928

EARLY SELLERS



LINDT GOLD BUNNY 10G (COUNTER DISPLAY UNIT)

Code: 165960

Cost: \$58.74

Case Qty: 100

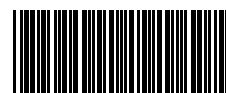
Retail RRP: \$1.00

Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



165960



LINDOR MILK EGG 18G (COUNTER DISPLAY UNIT)

Code: 165978

Cost: \$58.74

Case Qty: 100

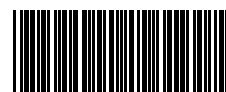
Retail RRP: \$1.00

Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



165978



CARROTS IMPULSE 13.5G (COUNTER DISPLAY UNIT)

Code: 421743

Cost: \$30.91

Case Qty: 42

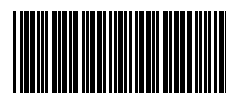
Retail RRP: \$1.10

Unit Margin: 26%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



421743



LINDT GOLD BUNNY MILK 50G

Code: 420446

Cost: \$93.89

Case Qty: 32

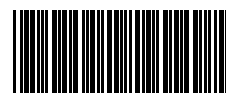
Retail RRP: \$5.00

Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



420446



MALTEASTER BUNNY SINGLE 29G

Code: 122124

Cost: \$23.26

Case Qty: 32

Retail RRP: \$1.25

Unit Margin: 36%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



122124



KINDER JOY T1 20G

Code: 928363

Cost: \$77.99

Case Qty: 48

Retail RRP: \$2.50

Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



928363



Deliciously smooth KITKAT
Milk Chocolate, filled with crushed KITKAT
wafer and creamy praline.

ASK YOUR NESTLE FIELD SALES REP FOR DETAILS

EARLY SELLERS

NEW



DARRELL LEA EASTER NOUGAT EGG 2X12G

Code: 691681

Cost: \$37.08

Case Qty: 30

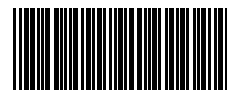
Retail RRP: \$2.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



691681

NEW



M&M MINI SHAKY EGG 50G

Code: 693706

Cost: \$63.59

Case Qty: 42

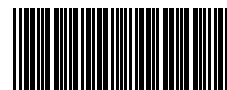
Retail RRP: \$2.50

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



693706

NEW



NESTLE KIT KAT BUNNY

Code: 701494

Cost: \$21.63

Case Qty: 35

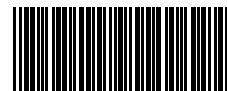
Retail RRP: \$1.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



701494

SHARE PACKS AND HUNT BAGS



MALTEASTER MINI BUNNY 8PK 92G

Code: 400425
 Cost: \$49.06
 Case Qty: 18
 Retail RRP: \$4.50
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



400425



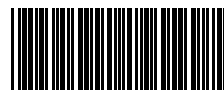
KINDER BUNNY 45G (3 X 15G)

Code: 105245
 Cost: \$39.34
 Case Qty: 26
 Retail RRP: \$2.30
 Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



105245

NEW



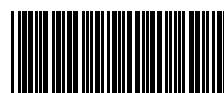
KINDER MINI EGGS COCOA 30G

Code: 938630
 Cost: \$41.39
 Case Qty: 32
 Retail RRP: \$2.00
 Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



938630



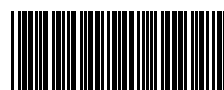
KINDER MINI EGGS HAZELNUT 30G

Code: 928371
 Cost: \$41.39
 Case Qty: 32
 Retail RRP: \$2.00
 Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



928371

NEW



KINDER MINI EGGS COCOA 100G

Code: 644524
 Cost: \$70.02
 Case Qty: 24
 Retail RRP: \$4.50
 Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



644524

NEW



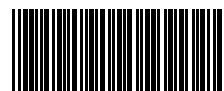
KINDER MINI EGGS HAZELNUT 100G

Code: 922281
 Cost: \$70.02
 Case Qty: 24
 Retail RRP: \$4.50
 Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



922281

SHARE PACKS AND HUNT BAGS



FERRERO EGGS HAZELNUT 100G

Code: 399608

Cost: \$76.16

Case Qty: 21

Retail RRP: \$5.50

Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



399608

NEW



FERRERO EGGS COCOA 100G

Code: 399593

Cost: \$76.16

Case Qty: 21

Retail RRP: \$5.50

Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



399593



M&M'S SPECKLED EGGS BUCKET 540G

Code: 937359

Cost: \$45.06

Case Qty: 6

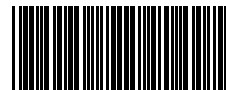
Retail RRP: \$12.00

Unit Margin: 31%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



937359

NEW



M&M'S HOT CROSS BUN BUCKET 640G

Code: 662195

Cost: \$45.06

Case Qty: 6

Retail RRP: \$12.00

Unit Margin: 31%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



662195

NEW



M&M'S SPECKLED EGGS POUCH 175G

Code: 678405

Cost: \$38.15

Case Qty: 14

Retail RRP: \$4.50

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



678405

NEW



M&M'S HOT CROSS BUN POUCH 160G

Code: 661678

Cost: \$38.15

Case Qty: 14

Retail RRP: \$4.50

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



661678

SHARE PACKS AND HUNT BAGS



MARS MINI EGGS 125G

Code: 104367
 Cost: \$69.54
 Case Qty: 24
 Retail RRP: \$4.50
 Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104367



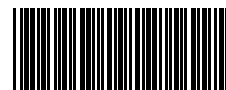
MALTEASER MINI EGGS 125G

Code: 104414
 Cost: \$69.54
 Case Qty: 24
 Retail RRP: \$4.50
 Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104414



M&M'S MINI EGGS 125GM

Code: 104545
 Cost: \$69.54
 Case Qty: 24
 Retail RRP: \$4.50
 Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104545



M&M'S & MORE 475G

Code: 934759
 Cost: \$107.52
 Case Qty: 12
 Retail RRP: \$13.00
 Unit Margin: 24%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



934759

NEW



M&MS & MORE MINI EGGS 250G

Code: 400433
 Cost: \$58.08
 Case Qty: 12
 Retail RRP: \$8.00
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



400433

NEW



MALTEASTER MINI BUNNIES FAMILY BAG 184GM

Code: 413347
 Cost: \$58.08
 Case Qty: 12
 Retail RRP: \$8.00
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



413347

SHARE PACKS AND HUNT BAGS



LINDT GOLD BUNNY MINI MILK 50G (5x10g)

Code: 922503

Cost: \$103.63

Case Qty: 30

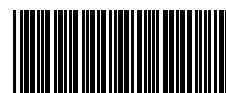
Retail RRP: \$5.00

Unit Margin: 24%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



922503



LINDT GOLD BUNNY POUCH BAG 90G

Code: 339810

Cost: \$35.81

Case Qty: 8

Retail RRP: \$7.00

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



339810



LINDOR EGG POUCH BAG MILK 125G

Code: 421604

Cost: \$35.81

Case Qty: 8

Retail RRP: \$7.00

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



421604



LINDOR EGG POUCH BAG ASSORTED 140G

Code: 421612

Cost: \$35.81

Case Qty: 8

Retail RRP: \$7.00

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



421612



LINDT CARROTS POUCH BAG 120G

Code: 923669

Cost: \$57.78

Case Qty: 8

Retail RRP: \$10.50

Unit Margin: 24%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



923669

SHARE PACKS AND HUNT BAGS



CADBURY DAIRY MILK EGG BAG 125G

Code: 136712

Cost: \$76.79

Case Qty: 27

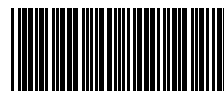
Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



136712



CADBURY CARAMELLO EGG BAG 125G

Code: 135253

Cost: \$76.79

Case Qty: 27

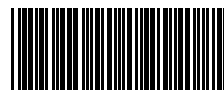
Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



135253



CADBURY SALTED CARAMEL EGG BAG 130G

Code: 917061

Cost: \$76.79

Case Qty: 27

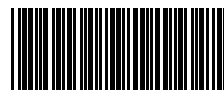
Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



917061



CADBURY CRÈME EGG MINIS EGG BAG 130G

Code: 397711

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



397711



CADBURY OREO EGG BAG 112G

Code: 644312

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



644312



CADBURY CRUNCHIE EGG BAG 125G

Code: 398602

Cost: \$76.79

Case Qty: 27

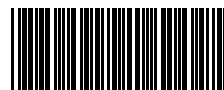
Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



398602

SHARE PACKS AND HUNT BAGS



CADBURY MINI EGGS EGG BAG 125G

Code: 171136

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



171136



CADBURY TURKISH DELIGHT EGG BAG 130G

Code: 397703

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



397703



CADBURY DREAM EGG BAG 110G

Code: 143366

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



143366



CADBURY TOP DECK EGG BAG 125G

Code: 135376

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



135376

NEW



CADBURY OLD GOLD EGG BAG 125G

Code: 677386

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



677386

NEW



CADBURY CRISPY MINT EGG BAG 130G

Code: 677302

Cost: \$76.79

Case Qty: 27

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



677302

SHARE PACKS AND HUNT BAGS

NEW



CADBURY MARSHMALLOW EGG SHAREPACK 175G

Code: 690368

Cost: \$28.48

Case Qty: 10

Retail RRP: \$4.69

Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



690368



CADBURY VANILLA MARSHMALLOW BUNNY SHAREPACK 175G

Code: 917299

Cost: \$28.48

Case Qty: 10

Retail RRP: \$4.69

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



917299



CADBURY CRÈME EGG EGG BAG 234G

Code: 398123

Cost: \$108.89

Case Qty: 21

Retail RRP: \$8.00

Unit Margin: 24%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



398123



CADBURY MIXED EGG BAG 230G

Code: 917472

Cost: \$67.99

Case Qty: 14

Retail RRP: \$8.00

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



917472



CADBURY HUNT BUCKET 187G

Code: 427922

Cost: \$40.35

Case Qty: 6

Retail RRP: \$10.00

Unit Margin: 26%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



427922



CADBURY DAIRY MILK CARRY PACK 306G

Code: 122108

Cost: \$93.74

Case Qty: 12

Retail RRP: \$12.00

Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



122108

SHARE PACKS AND HUNT BAGS



RED TULIP EGG BAG 420G

Code: 916502

Cost: \$74.52

Case Qty: 12

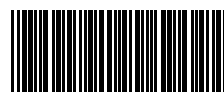
Retail RRP: \$10.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



916502



CADBURY SELECTIONS BAG 545G

Code: 917464

Cost: \$108.89

Case Qty: 12

Retail RRP: \$15.00

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



917464



RED TULIP ULTIMATE HUNT EGG BAG 916G

Code: 916455

Cost: \$74.47

Case Qty: 6

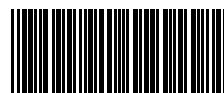
Retail RRP: \$20.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



916455

NEW



CHUPPA CHUPS MINI EASTER EGG TUBE (20X6G)

Code: 695821

Cost: \$26.94

Case Qty: 12

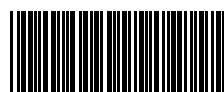
Retail RRP: \$3.95

Unit Margin: 37%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



695821

SHARE PACKS AND HUNT BAGS

NEW



DARRELL LEA BULLETS EASTER EGGS 150G

Code: 694118

Cost: \$59.26

Case Qty: 12

Retail RRP: \$8.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



694118

NEW



DARRELL LEA SPECKLED MILK CHOCOLATE EASTER EGGS 150G

Code: 694008

Cost: \$59.26

Case Qty: 12

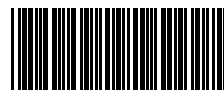
Retail RRP: \$8.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



694008

NEW



DARRELL LEA RUBY AND CARAMILK EASTER EGGS 150G

Code: 702246

Cost: \$59.26

Case Qty: 12

Retail RRP: \$8.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



702246

NEW



DARRELL LEA NOUGAT MILK CHOCOLATE EASTER BITES 120G

Code: 691592

Cost: \$66.67

Case Qty: 12

Retail RRP: \$9.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



691592

NEW



DARRELL LEA EASTER HUNT BAG 300G

Code: 694087

Cost: \$48.16

Case Qty: 6

Retail RRP: \$13.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



694087

NEW



DARRELL LEA EGG HUNT PACKS EGG CRATE 230G

Code: 691602

Cost: \$51.84

Case Qty: 12

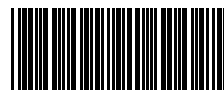
Retail RRP: \$7.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



691602

EGGS



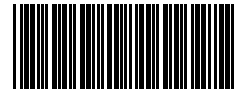
RED TULIP EGG CRATE 170G

Code: 400747
 Cost: \$131.41
 Case Qty: 30
 Retail RRP: \$7.00
 Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



400747



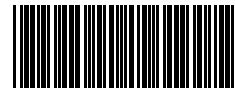
KINDER EASTER MAXI EGG 100G

Code: 135978
 Cost: \$63.35
 Case Qty: 12
 Retail RRP: \$8.00
 Unit Margin: 23%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



135978



KINDER EASTER MAXI PINK EGG 100G

Code: 646576
 Cost: \$63.35
 Case Qty: 12
 Retail RRP: \$8.00
 Unit Margin: 23%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



646576



CADBURY HOLLOW EGG 50G

Code: 104325
 Cost: \$107.68
 Case Qty: 80
 Retail RRP: \$2.50
 Unit Margin: 41%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104325



RED TULIP HOLLOW EGG 50G

Code: 342096
 Cost: \$76.53
 Case Qty: 80
 Retail RRP: \$1.69
 Unit Margin: 38%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



342096



CADBURY DAIRY MILK HOLLOW EGG 100G

Code: 135342
 Cost: \$97.18
 Case Qty: 48
 Retail RRP: \$4.00
 Unit Margin: 44%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



135342

EGGS



CADBURY CRUNCHIE HOLLOW EGG 110G

Code: 104752

Cost: \$99.85

Case Qty: 48

Retail RRP: \$4.00

Unit Margin: 43%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104752

NEW



CADBURY OLD GOLD HOLLOW EGG 100g

Code: 677336

Cost: \$97.18

Case Qty: 48

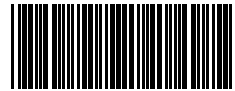
Retail RRP: \$4.00

Unit Margin: 44%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



677336



CADBURY MARSHMALLOW EGGS 6PK 150G

Code: 104794

Cost: \$61.55

Case Qty: 24

Retail RRP: \$5.00

Unit Margin: 44%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104794

NEW



CADBURY MARSHMALLOW PEPPERMINT 6PK EGGS 150g

Code: 104859

Cost: \$61.55

Case Qty: 24

Retail RRP: \$5.00

Unit Margin: 44%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104859

NEW



CADBURY MARSHMALLOW CARAMEL 6PK EGGS 150g

Code: 104825

Cost: \$61.55

Case Qty: 24

Retail RRP: \$5.00

Unit Margin: 44%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104825

NEW



CADBURY MARSHMALLOW PINEAPPLE LUMPS 6PK EGGS 150g

Code: 690211

Cost: \$61.55

Case Qty: 24

Retail RRP: \$5.00

Unit Margin: 40%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



690211

NEW

Easter Assortment Box

Gift Boxes are growing 12% across the trade.

9 of the TOP 10 Gift Boxes are Cadbury¹

Variety is key to unlocking the sharing occasion at Easter. This large Assortment Box is the perfect sharing format for Easter, containing a delicious mix of Cadbury's best selling Easter products.

Variety includes Cadbury hollow eggs, Marshmallow Eggs and a selection of small solid eggs



OLD GOLD® Range Refresh



**100G CADBURY
OLD GOLD LOOSE EGG**



**193G CADBURY
OLD GOLD GIFT BOX**



**125G CADBURY
OLD GOLD EGG BAG**



**150G CADBURY
OLD GOLD BUNNY**

Old Gold as a brand is in rapid growth, up 11% MAT vs. 0.7% total blocks.¹

Take advantage of this growth with the new dark chocolate Easter Old Gold range, now expanded across more segments including Egg Bags and Gifting.

¹ National Nielsen Scan Data 2018

BUNNIES & NOVELTIES



LINDT GOLD BUNNY MILK 100G

Code: 999291

Cost: \$131.51

Case Qty: 32

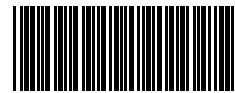
Retail RRP: \$6.25

Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



999291



LINDT GOLD BUNNY DARK 100G

Code: 122357

Cost: \$131.51

Case Qty: 32

Retail RRP: \$6.25

Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



122357



LINDT GOLD BUNNY WHITE 100G

Code: 161830

Cost: \$131.51

Case Qty: 32

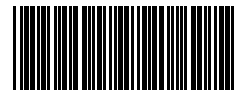
Retail RRP: \$6.25

Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



161830



LINDT GOLD BUNNY HAZELNUT 100G

Code: 167836

Cost: \$131.51

Case Qty: 32

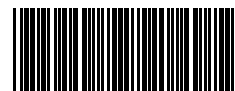
Retail RRP: \$6.25

Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



167836



LINDT GOLD BUNNY MILK 200G

Code: 90822

Cost: \$77.51

Case Qty: 12

Retail RRP: \$10.00

Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



90822



LINDT GOLD BUNNY DARK 200G

Code: 90830

Cost: \$77.51

Case Qty: 12

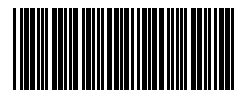
Retail RRP: \$10.00

Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



90830

BUNNIES & NOVELTIES

NEW



LINDT GOLD BUNNY MILK 500G

Code: 91420
 Cost: \$182.11
 Case Qty: 8
 Retail RRP: \$35.00
 Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



091420



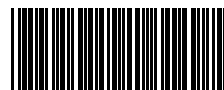
KINDER BUNNY 55g

Code: 149676
 Cost: \$94.81
 Case Qty: 48
 Retail RRP: \$3.00
 Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



149676



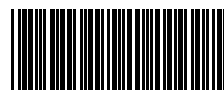
KINDER BUNNY PINK 75G

Code: 418698
 Cost: \$39.56
 Case Qty: 12
 Retail RRP: \$5.50
 Unit Margin: 34%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



418698



KINDER BUNNY BLUE 75G

Code: 399616
 Cost: \$39.56
 Case Qty: 12
 Retail RRP: \$5.50
 Unit Margin: 34%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



399616



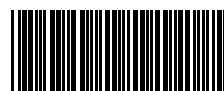
FERRERO COLLECTION T13 BUNNY 142G

Code: 60063
 Cost: \$110.91
 Case Qty: 12
 Retail RRP: \$14.00
 Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



060063



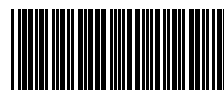
CADBURY DAIRY MILK EASTER BUNNY 80G

Code: 143620
 Cost: \$113.22
 Case Qty: 48
 Retail RRP: \$3.80
 Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



143620



Red Tulip continues to grow at Easter¹

Both the 180g Red Tulip Carnival Rabbit and the 170g Red Tulip Egg Crate are the #1 SKU's in the Novelty and Packaged Eggs segments respectively in Metcash. In 2018, the Rabbit grew 7.8% and the Crate grew 2.0%. The Red Tulip brand grew 6.6% in Metcash vs 0.8% total market in 2018.



METCASH
EXCLUSIVE

EASTER GIFTING

Red Tulip 180g Carnival Rabbit continue to grow at 7.8% (worth \$1.2M RSV) and remains the **#1 Selling Novelty!**



METCASH
EXCLUSIVE

PERFECT FOR EASTER EGGHUNTS

Red Tulip 170g Easter Egg Crate is the **#1 Selling Packaged Eggs** product, worth \$800k RSV and growing at 2.0%

¹ National Nielson Scan Data 2018

BUNNIES & NOVELTIES



CADBURY DAIRY MILK EASTER BUNNY 150G

Code: 143633

Cost: \$80.78

Case Qty: 23

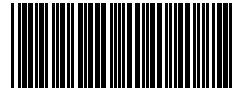
Retail RRP: \$5.50

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



143633



RED TULIP CARNIVAL RABBIT 180G

Code: 126686

Cost: \$111.86

Case Qty: 30

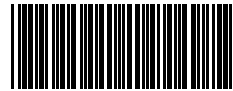
Retail RRP: \$5.89

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



126686



RED TULIP EASTER RABBIT 110G

Code: 143670

Cost: \$106.79

Case Qty: 40

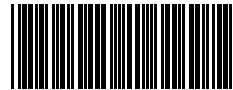
Retail RRP: \$4.00

Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



143670



CADBURY CRUNCHIE BUMPER BUNNY 170G

Code: 104875

Cost: \$78.19

Case Qty: 23

Retail RRP: \$5.50

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104875



CADBURY DREAM BUMPER BUNNY 150G

Code: 123492

Cost: \$78.19

Case Qty: 23

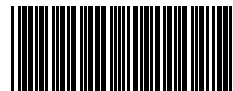
Retail RRP: \$5.50

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



123492

NEW



CADBURY OLD GOLD BUMPER BUNNY 150G

Code: 397973

Cost: \$78.19

Case Qty: 23

Retail RRP: \$5.50

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



397973

BUNNIES & NOVELTIES

NEW



DARRELL LEA BUNNY WITH ROCKLEA ROAD 150G

Code: 698015

Cost: \$51.84

Case Qty: 12

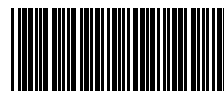
Retail RRP: \$7.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



698015

NEW



DARRELL LEA BUNNY WITH LIFE SAVERS FRUIT TINGLES 220G

Code: 694053

Cost: \$66.67

Case Qty: 12

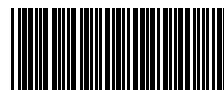
Retail RRP: \$9.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



694053



CADBURY DAIRY MILK EASTER BUNNY 250G

Code: 143659

Cost: \$78.16

Case Qty: 18

Retail RRP: \$7.50

Unit Margin: 36%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



143659



FERRERO SQUIRREL 90G

Code: 440409

Cost: \$39.63

Case Qty: 12

Retail RRP: \$5.00

Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



440409

NEW



LINDT CHICK 100G (BLUE OR PINK)

Code: 684867

Cost: \$61.65

Case Qty: 15

Retail RRP: \$6.50

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



684867

GIFTING



DARRELL LEA NOUGAT EGG 150G

Code: 397591
 Cost: \$58.20
 Case Qty: 12
 Retail RRP: \$8.00
 Unit Margin: 33%

ORDERED IN 2019	SOLD IN 2019	ORDERED IN 2020
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



397591

NEW



DARRELL LEA ROCKLEA ROAD HALF FILLED EGG MILK 250G

Code: 694045
 Cost: \$39.53
 Case Qty: 4
 Retail RRP: \$16.00
 Unit Margin: 32%

ORDERED IN 2019	SOLD IN 2019	ORDERED IN 2020
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



694045

NEW



DARRELL LEA HAND ROLLED EGG 100S & 1000S 200G

Code: 691584
 Cost: \$39.53
 Case Qty: 4
 Retail RRP: \$16.00
 Unit Margin: 32%

ORDERED IN 2019	SOLD IN 2019	ORDERED IN 2020
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



691584

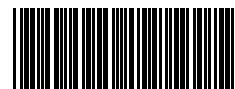
NEW



DARRELL LEA HAND ROLLED EGG PEANUT BRITTLE 225G

Code: 693918
 Cost: \$39.53
 Case Qty: 4
 Retail RRP: \$16.00
 Unit Margin: 32%

ORDERED IN 2019	SOLD IN 2019	ORDERED IN 2020
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



693918

NEW



DARRELL LEA LIQUORICE EGG WITH BULLETS 225G

Code: 694168
 Cost: \$39.53
 Case Qty: 4
 Retail RRP: \$16.00
 Unit Margin: 32%

ORDERED IN 2019	SOLD IN 2019	ORDERED IN 2020
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



694168

NEW



DARRELL LEA LIQUORICE EGG WITH ALLSORTS 225G

Code: 691720
 Cost: \$39.53
 Case Qty: 4
 Retail RRP: \$16.00
 Unit Margin: 32%

ORDERED IN 2019	SOLD IN 2019	ORDERED IN 2020
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



691720

GIFTING



GRAND FERRERO ROCHER 125G

Code: 803393

Cost: \$52.80

Case Qty: 8

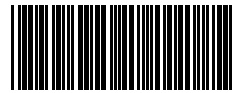
Retail RRP: \$10.00

Unit Margin: 23%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



803393



FERRERO ROCHER DIAMOND T24 300G

Code: 32730

Cost: \$81.89

Case Qty: 6

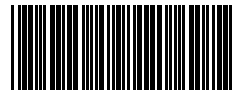
Retail RRP: \$18.00

Unit Margin: 17%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



032730



FERRERO ROCHER CONE T17 212G

Code: 979893

Cost: \$39.61

Case Qty: 4

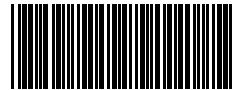
Retail RRP: \$18.00

Unit Margin: 39%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



979893

NEW



FERRERO ROCHER T16 EGG 200G

Code: 105619

Cost: \$59.41

Case Qty: 6

Retail RRP: \$15.00

Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



105619

GIFTING



LINDT EASTER EGG TOKEN GIFT BOX 50G

Code: 930470

Cost: \$45.10

Case Qty: 12

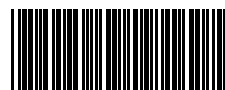
Retail RRP: \$5.00

Unit Margin: 17%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



930470



LINDT EASTER CASKET 85G

Code: 193743

Cost: \$42.83

Case Qty: 8

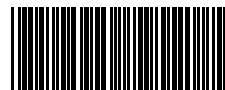
Retail RRP: \$12.00

Unit Margin: 51%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



193743

EXCLUSIVE TO
INDEPENDENTS



LINDT EASTER SELECTION/ GIFT BOX 230G

Code: 923326

Cost: \$80.30

Case Qty: 6

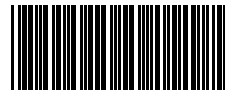
Retail RRP: \$20.00

Unit Margin: 26%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



923326

EXCLUSIVE TO
INDEPENDENTS



LINDT TWIN GOLD BUNNY FLOWER 100G

Code: 923287

Cost: \$73.01

Case Qty: 10

Retail RRP: \$10.00

Unit Margin: 20%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



923287



LINDT EXCELLENCE 70% COCOA EASTER EGG 110G

Code: 644891

Cost: \$57.25

Case Qty: 8

Retail RRP: \$10.50

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



644891



LINDT EXCELLENCE EASTER EGG 110G

Code: 644257

Cost: \$57.25

Case Qty: 8

Retail RRP: \$10.50

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



644257

GIFTING



LINDT GOLD BUNNY AND EGGS 130G

Code: 417799
 Cost: \$83.22
 Case Qty: 10
 Retail RRP: \$12.50
 Unit Margin: 27%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



417799



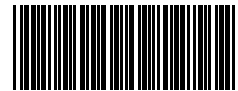
LINDT MILK MINI EGGS AND EGG 66G

Code: 149948
 Cost: \$86.05
 Case Qty: 20
 Retail RRP: \$6.00
 Unit Margin: 21%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



149948



LINDT HEXAGON SELECTION 250G

Code: 90741
 Cost: \$83.66
 Case Qty: 6
 Retail RRP: \$20.00
 Unit Margin: 23%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



90741

NEW



LINDT MILK EASTER EGG WITH HONEY ROASTED MACADAMIAS 160G

Code: 685266
 Cost: \$80.32
 Case Qty: 8
 Retail RRP: \$15.00
 Unit Margin: 26%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



685266

NEW



LINDT MILK EASTER EGG WITH WAFER AND MURRAY RIVER PINK SALT 160G

Code: 685290
 Cost: \$80.32
 Case Qty: 8
 Retail RRP: \$15.00
 Unit Margin: 26%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



685290

NEW



LINDT MILK EASTER EGG WITH ROASTED HAZELNUT 160G

Code: 685282
 Cost: \$80.32
 Case Qty: 8
 Retail RRP: \$15.00
 Unit Margin: 26%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



685282

GIFTING

NEW



LINDT DARK EASTER EGG WITH CARAMEL AND PINK SALT 160G

Code: 701232

Cost: \$80.32

Case Qty: 8

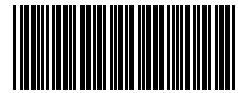
Retail RRP: \$15.00

Unit Margin: 26%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



701232



CADBURY DAIRY MILK FREDDO EGG GIFT BOX 124G

Code: 428038

Cost: \$51.55

Case Qty: 12

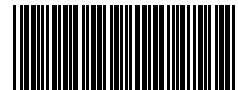
Retail RRP: \$7.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



428038



CADBURY DAIRY MILK HUMPTY EGG GIFT BOX 130G

Code: 104639

Cost: \$103.10

Case Qty: 24

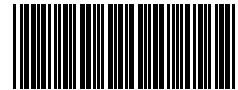
Retail RRP: \$7.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



104639

NEW



CADBURY EASTER VARIETY BOX 530G

Code: 677205

Cost: \$122.63

Case Qty: 9

Retail RRP: \$20.00

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



677205

GIFTING



CADBURY OREO GIFT BOX 182G

Code: 442980
 Cost: \$36.82
 Case Qty: 6
 Retail RRP: \$10.00
 Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



442980



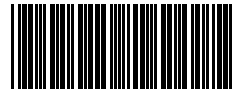
CADBURY DAIRY MILK GIFT BOX 176G

Code: 443009
 Cost: \$36.82
 Case Qty: 6
 Retail RRP: \$10.00
 Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



443009



CADBURY CRUNCHIE EGG GIFT BOX 184G

Code: 442859
 Cost: \$36.82
 Case Qty: 6
 Retail RRP: \$10.00
 Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



442859



CADBURY CARAMELLO EGG GIFT BOX 193G

Code: 442977
 Cost: \$36.82
 Case Qty: 6
 Retail RRP: \$10.00
 Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



442977

NEW



CADBURY OLD GOLD EGG GIFT BOX 176G

Code: 690371
 Cost: \$36.82
 Case Qty: 6
 Retail RRP: \$10.00
 Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



690371

NEW



CADBURY CRÈME EGG GIFT BOX 193G

Code: 691872
 Cost: \$36.82
 Case Qty: 6
 Retail RRP: \$10.00
 Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



691872

GIFTING



CADBURY DAIRY MILK EGG 400G

Code: 442809

Cost: \$109.00

Case Qty: 8

Retail RRP: \$20.00

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



442809



CADBURY ROSES EGG 400G

Code: 443038

Cost: \$109.00

Case Qty: 8

Retail RRP: \$20.00

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



443038



CADBURY ALMOND DELUXE EGG 400G

Code: 442799

Cost: \$109.00

Case Qty: 8

Retail RRP: \$20.00

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



442799



CADBURY FAVOURITES EGG 415G

Code: 442707

Cost: \$109.00

Case Qty: 8

Retail RRP: \$20.00

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



442707



CADBURY TURKISH DELIGHT EGG 410G

Code: 442786

Cost: \$109.00

Case Qty: 8

Retail RRP: \$20.00

Unit Margin: 25%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



442786

GIFTING



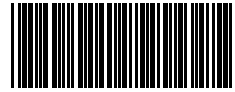
MARS CASKET 175G

Code: 646851
 Cost: \$24.23
 Case Qty: 4
 Retail RRP: \$10.00
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



646851



SNICKERS CASKET 175G

Code: 646869
 Cost: \$24.23
 Case Qty: 4
 Retail RRP: \$10.00
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



646869



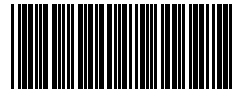
MALTESERS CASKET 148G

Code: 646877
 Cost: \$24.23
 Case Qty: 4
 Retail RRP: \$10.00
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



646877



M&M'S SPECKLED CASKET 180G

Code: 647200
 Cost: \$24.23
 Case Qty: 4
 Retail RRP: \$10.00
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



647200

NEW



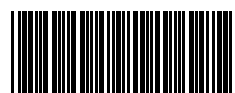
MARS TWIX CASKET 177G

Code: 662064
 Cost: \$24.23
 Case Qty: 4
 Retail RRP: \$10.00
 Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



662064



CELEBRATION COLLECTION MILK CHOCOLATE HOLLOW EGG 100G

Code: 904814
 Cost: \$74.21
 Case Qty: 42
 Retail RRP: \$2.99
 Unit Margin: 35%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



904814

GIFTING



M&M'S MILK SHAKEY EGG 130G

Code: 934791

Cost: \$58.14

Case Qty: 12

Retail RRP: \$8.00

Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



934791



M&M'S CRISPY SHAKEY EGG 130G

Code: 934822

Cost: \$58.14

Case Qty: 12

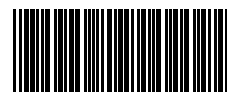
Retail RRP: \$8.00

Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



934822

NEW



M&M'S PEANUT SHAKEY EGG 130G

Code: 693691

Cost: \$58.14

Case Qty: 12

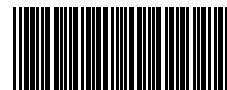
Retail RRP: \$8.00

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



693691

NEW



MALTESERS SHAKEY EGG CASKET 130G

Code: 662030

Cost: \$58.14

Case Qty: 12

Retail RRP: \$8.00

Unit Margin: 33%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



662030



CELEBRATION COLLECTION MILK CHOCOLATE LARGE EGG GIFT PACK 350G

Code: 905056

Cost: \$76.29

Case Qty: 12

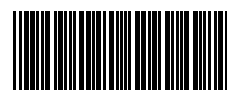
Retail RRP: \$9.99

Unit Margin: 30%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



905056



CELEBRATION COLLECTION MILK CHOCOLATE HOLLOW EGG AND MIXED LOLLIES GIFT PACK 80G

Code: 905153

Cost: \$59.20

Case Qty: 24

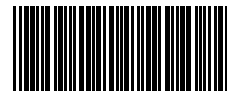
Retail RRP: \$3.99

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



905153

Innovation & Renovation

Children's Gifting makes up 47% of purchase occasions at Easter.
Opportunity: Drive incremental growth with these new product offers expanded into additional segments!



EXCITING DESIGN

Reusable tin in the shape of the iconic Cadbury Bunny!



290G CADBURY ICON BUNNY TIN

Tins and Tubs are in growth and worth \$29M RSV at Xmas time². Leverage this growth at Easter with the Cadbury Icon Bunny Tin – the ultimate gift for the kids!

193G CADBURY CRÈME EGG GIFT BOX

Leverage the market leading countline brand by expanding into new segments! Crème Egg total brand is worth \$6.8M RSV² in Australia across 2 segments vs \$36.4M in the UK across 5 segments.²



150G CADBURY OLD GOLD BUNNY



150G CADBURY DREAM BUNNY



150G CADBURY EASTER BUNNY



170G CADBURY CRUNCHIE BUNNY

New look CADBURY EASTER BUNNIES with modern design and individual personalities

¹ Orion Consumer Easter Research Usage & Attitudes 2016

² National Nielsen Scan Data 2018

GIFTING



ASSORTED CERAMIC MUG & EGG PACKS 60G

Code: 105538

Cost: \$52.84

Case Qty: 12

Retail RRP: \$6.99

Unit Margin: 31%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



105538



ASSORTED BREAKFAST SET WITH EGG 60G

Code: 105261

Cost: \$86.89

Case Qty: 12

Retail RRP: \$11.00

Unit Margin: 28%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



105261



ASSORTED CHOCOLATE HOLLOWS 100G

Code: 441175

Cost: \$44.62

Case Qty: 12

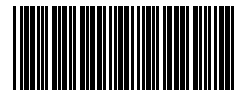
Retail RRP: \$6.00

Unit Margin: 32%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



441175



KINDER PLUSH TOY & CHOCOLATES 132G

Code: 452456

Cost: \$77.93

Case Qty: 8

Retail RRP: \$15.00

Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



452456

NEW



CADBURY BUNNY TIN 285G

Code: 677213

Cost: \$77.13

Case Qty: 6

Retail RRP: \$20.00

Unit Margin: 29%

ORDERED
IN 2019

SOLD
IN 2019

ORDERED
IN 2020



677213

EC



New for
2020



ORDERS DUE BY
FRIDAY
28TH JUNE 2019