



Metcash

# Easter 2021

Darrell Lea  
EDITION

## RANGE ORDER GUIDE

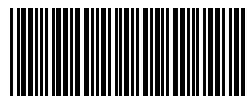


ORDERS DUE BY  
**SUNDAY**  
23RD AUGUST 2020

# 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.



761407

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, COUNT LINES & DISPLAYS

1st Release Date  
W.C. 4th Jan 2021



316914

Then enter  
QTY '1'

### FOCUS ON SHARING

2nd Release Date  
W.C. 1st Feb 2021  
Darrell Lea products available



028710

Then enter  
QTY '1'

### FOCUS ON GIFTING

3rd Release Date  
W.C. 1st Mar 2021



315439

Then enter  
QTY '1'

## STEP 3 SCAN ITEMS

Scan the desired item codes in this guide

Then enter QTY of  
cartons required

## STEP 4 TRANSMIT YOUR ORDER BY 23RD AUGUST 2020

## STEP 5 CONFIRM YOUR ORDER HAS BEEN RECEIVED

### 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 July 2020. They do not include GST, service or delivery fees in the cost prices. Metcash reserves the right to adjust prices without notification.



Darrell Lea

# EASTER 2021 RANGE

DARRELL LEA EASTER 2020 SALES RESULTS  
WERE **DOUBLE** 2019 SALES!\*

NEW  
EGG  
RANGE



TOP  
SELLING  
FAVOURITES



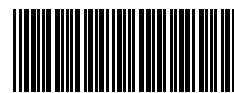
MADE WITH 100% SUSTAINABLE COCOA

\*Darrell Lea market data

**DARRELL LEA ROCKLEA ROAD BUNNY 170G**

Code : 698015  
 Cost: \$148.32  
 Case Qty: 24  
 Retail RRP: **\$9.00**  
 Unit Margin: 24%

| ORDERED<br>IN 2020   | SOLD<br>IN 2020      | ORDERED<br>IN 2021   |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |



698015

**DARRELL LEA MILK CHOCOLATE BUNNY 160G**

Code : 978575  
 Cost: \$148.32  
 Case Qty: 24  
 Retail RRP: **\$9.00**  
 Unit Margin: 24%

| ORDERED<br>IN 2020   | SOLD<br>IN 2020      | ORDERED<br>IN 2021   |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |



978575

**DARRELL LEA NOUGAT EGGS MILK 150G WITH FLUFFY CHICK (PINK OR BLUE)**

Code : 397591  
 Cost: \$66.67  
 Case Qty: 12  
 Retail RRP: **\$8.50**  
 Unit Margin: 28%

| ORDERED<br>IN 2020   | SOLD<br>IN 2020      | ORDERED<br>IN 2021   |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |



397591

**DARRELL LEA EASTER EGG TREATS MILK CHOCOLATE SOLID EGGS 120G**

Code : 978504  
 Cost: \$39.83  
 Case Qty: 12  
 Retail RRP: **\$5.00**  
 Unit Margin: 27%

| ORDERED<br>IN 2020   | SOLD<br>IN 2020      | ORDERED<br>IN 2021   |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |



978504

**DARRELL LEA EASTER EGG TREATS LIQUORICE EGGS 120G**

Code : 978517  
 Cost: \$39.83  
 Case Qty: 12  
 Retail RRP: **\$5.00**  
 Unit Margin: 27%

| ORDERED<br>IN 2020   | SOLD<br>IN 2020      | ORDERED<br>IN 2021   |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

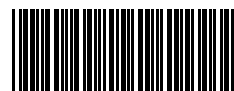


978517

**DARRELL LEA EASTER EGG TREATS SPECKLED EGGS 125G**

Code : 694008  
 Cost: \$39.83  
 Case Qty: 12  
 Retail RRP: **\$5.00**  
 Unit Margin: 27%

| ORDERED<br>IN 2020   | SOLD<br>IN 2020      | ORDERED<br>IN 2021   |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |



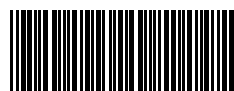
694008

\*Also available in the main Easter 2021 Range Order Guide

**DARRELL LEA EASTER EGG HUNT PACK 204G (12 PACK)**

Code : 691602  
 Cost: \$38.99  
 Case Qty: 6  
 Retail RRP: **\$10.00**  
 Unit Margin: 29%

| ORDERED<br>IN 2020   | SOLD<br>IN 2020      | ORDERED<br>IN 2021   |
|----------------------|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> | <input type="text"/> |



691602

\*Also available in the main Easter 2021 Range Order Guide



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# *Easter 2021*

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ORDERS DUE BY  
**SUNDAY**  
23RD AUGUST 2020

