

David Pollock  
PO Box 73  
OAKLEIGH SOUTH VIC 3167

28 February, 2008.

Chairman  
Australian Competition and Consumer Commission  
Level 35  
360 Elizabeth Street  
MELBOURNE VIC 3000

Dear Sir

**GROCERY PRICING**

Last December I raised with Safeway/Woolworths the increase to \$2.08c for the Schweppes Mixer Range when near alternate weeks they had it on "Special" for \$1.25c or less!

Their response, which I find quite pathetic, unreal, is attached.

I note this week that the *shelf price*, at both Safeway and Coles Supermarkets is \$1.59 for these same products – not a special price although Safeway will claim a "Rollback" price, but I dare say that is more to do with it being \$1.59 at Coles than anything else.

I wish you every success in your probe into grocery pricing – the "big boys" are taking us for a ride.

Yours sincerely



David Pollock

FILE No	
DCC	D08/16760
MARS/PRISM	

# WOOLWORTHS LIMITED

A.B.N. 88 000 014 675

11<sup>th</sup> December 2007

Mr D Pollock  
3 Elata Street  
Oakleigh Vic 3167

Dear David,

I am writing to you in response to your correspondence regarding the pricing of Schweppes Mixer range in our supermarkets.

This range of products was on every day low price strategy where the product was not put on special. Due to declining sales the supplier, Cadbury Schweppes, decided to remove the products from the everyday low price strategy and move to a program to include specials. To do this they increased the cost of the product to give those funds to special these products which were previously invested in the everyday low price strategy.

The change in strategy took effect in August 2006 and since the price has been static at \$2.08.

Thankyou for your correspondence and your valued custom.

Yours Sincerely



Greg Roberts  
National Business Manager - Beverages  
Woolworths Supermarkets



David Pollock  
PO Box 73  
OAKLEIGH SOUTH VIC 3167

26 February, 2008.

National Business Manager – Beverages  
Woolworths Limited  
PO Box 8000  
BAULKHAM HILLS NSW 2153

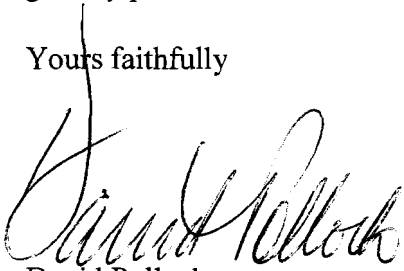
Dear Sir

I refer to rather pathetic response, your letter 11 December, 2007, to the matter I raised in regard to your Schweppes Mixer range pricing.

It is interesting to note that in recent days, the standard shelf price of these drinks, at both Safeway and Coles, has dropped to \$1.59c.

Who has been trying to touch up who? No wonder there is a need for an inquiry into grocery prices!

Yours faithfully



David Pollock

Cc: Chairman, ACCC