

Sent: Thursday, 6 March 2008 10:14 AM

To: Grocery Prices Inquiry

Subject: submission

Please find attached a letter i have just sent to Coles, Woolies and Wyeth Australia Pty Ltd regarding a sudden price increase in baby formula.

Regards,

Belinda Foureur

PORT LINCOLN SA

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Coles Supermarkets
Woolworths
Wyeth Australia Pty Ltd

6/3/08

Attention: Customer Relations

I have been feeding my daughter (nearly 12 months) Wyeth S26 Step 2 Formula for 6 months. The Step 2 has always been \$18.20 at Coles and Woolies. Over the last few months I have been buying the S26 Step 2 Gold at \$19.99 because the standard Step 2 has been 'Temporarily Unavailable'. I wanted to keep my daughter on the same brand because it's what she is used to. I didn't mind doing this every now and then as the price wasn't huge in difference. Until last week.

Once again at Coles the standard S26 Step 2 was 'Temporarily Unavailable', so I grabbed the Gold Step 2. I didn't even look at the price because I assumed it was still \$19.99. When I got home and looked at my receipt I was horrified to see I had been charged \$24.46 for the formula. I took my docket back down to Coles and they confirmed that the higher price was in fact correct.

The S26 Step 2 Gold formula had gone up \$4.47 in one week. That is a 25% increase in price on an essential item for my baby. I contacted Woolworths to find out what they were charging- \$24.69, an even bigger increase! I was absolutely disgusted that Coles, Woolies and Wyeth Australia Pty Ltd can take advantage of parents like this.

You make the standard Step 2 (permanently!) 'Temporarily Unavailable' so we have to buy the Gold and then up the price nearly \$5.00!!!

I understand with inflation that the price might go up 50 cents here and there but \$4.47 (Coles) and \$4.70 (Woolies) is a massive increase in one hit.

I suppose the supermarkets will blame Wyeth and Wyeth will blame the supermarkets but that does not help me and all the other parents out there. I want to see the price dropped back down to under \$21.00.

My daughter is about to switch over to Cows milk anyway but I will follow up on this issue, as I will have another baby one day and he or she will possibly be on formula too and I refuse to pay that much for it.

I look forward to your response.

Regards,

Belinda Foureur
Cc: Member for Flinders, Liz Penfold
Member for Grey, Rohan Ramsey
ACCC