

18 April 2019

Mr David Jones
The General Manager
Adjudication Branch
Australian Competition & Consumer Commission
by email: adjudication@accc.gov.au
cc: joanne.palisi@accc.gov.au

Dear Mr Jones

Meredith Dairy Pty Ltd: notification of resale price maintenance

I act for Meredith Dairy Pty Ltd (**Meredith Dairy**), which hereby lodges a notification in relation to resale price maintenance.

In support of this notification, the following documents have been uploaded to the ACCC's OneShare account (as per my recent discussions with Joanne Palisi):

- Meredith Dairy's completed Form concerning its notification of resale price maintenance, including a signed declaration;
- a *public version* of Meredith Dairy's supporting information, data and documents (being the **Annexure**);
- a *public version* of the schedules to the Annexure;
- a *confidential version* of the Annexure;
- a *confidential version* of the schedules to the Annexure; and
- a separate letter concerning the confidential versions, outlining Meredith Dairy's claims for confidentiality in respect of certain aspects of the Annexure and schedules.

I separately attach to the covering email accompanying this letter proof of payment in the amount of \$1,000 in respect of the required fees.

If you have any questions in relation to this notification, please do not hesitate to contact me on 0432 942 098 or by return email.

Kind regards,

A handwritten signature in blue ink, appearing to read 'Alexandra Merrett', enclosed in a light grey rectangular box.

Alexandra Merrett
Competition Lawyer
Att

An Australian Legal Practitioner within the meaning of the Legal Profession Uniform Law (Vic). Liability limited by a scheme approved under Professional Standards Legislation.

Notification for resale price maintenance

**made under section 93 of
the Competition and Consumer Act 2010 (Cth)**

by Meredith Dairy Pty Ltd

18 April 2019

FORM

Notifying party

1. The notifying party is:
Meredith Dairy Pty Ltd (**Meredith Dairy**)
ACN 055 430 450
106 Cameron Road, Meredith VIC 3333
Phone: 03 5286 2000
2. The contact person is:
Alexandra Merrett
alexandramerrett@bigpond.com
0432 942 098
3. Meredith Dairy's **business activities** principally relate to the production of sheep and goats milk products, including cheese, curd, yoghurt and milk. It is a vertically integrated business based in regional Victoria, owned and operated by the Cameron family. Key inputs are sourced locally (often from businesses owned by Meredith Dairy, various members of the Cameron family, or friends or employees). The cheese factory is on site at the original family farm and its products are exported or distributed locally, sometimes directly to customers and other times via distributors.
4. Meredith Dairy's website is www.meredithdairy.com
5. The appropriate email address for the service of documents relating to this notification is: alexandramerrett@bigpond.com

Details of the notified conduct

6. This notification relates to **resale price maintenance**.
7. Meredith Dairy proposes to amend its arrangements with its customers to include a requirement not to sell its cheese products (the **Notified Products**) below a price(s) nominated by Meredith Dairy. Further details are set out in the Annexure.
8. **The rationale for the notified conduct:** this desire stems from a number of incidents over recent times concerning conduct which appears to be loss leading, and the prospect of the Notified Products being used as "price signals" to customers. The rationale is described in further detail in the Annexure.
9. **The time period relevant to the notified conduct:** the notified conduct will be ongoing.

10. **Documents submitted to the board or prepared by or for senior management in relation to the notified conduct:** please refer to the Annexure.
11. **Names/classes of persons who may be directly impacted by the notified conduct:** please refer to the Annexure.

Market information and concentration

12. **Describe the product/services supplied, the degree of overlap etc:** please refer to the Annexure.
13. **Describe the relevant industry and sales process/supply chain etc:** please refer to the Annexure.
14. **Provide estimated market shares:** please refer to the Annexure.
15. **Describe the competitive constraints:** please refer to the Annexure.

Public benefit

16. Please refer to the Annexure.

Public detriment including any competition effects

17. Please refer to the Annexure.

Contact details of relevant market participants

18. Please refer to the Annexure.

Any other information

19. Please refer to the Annexure.

Declaration by notifying party

The undersigned declare that, to the best of their knowledge and belief, the information given in response to questions in this form is true, correct and complete, that complete copies of documents required by this form have been supplied, that all estimates are identified as such and are their best estimates of the underlying facts, and that all the opinions expressed are sincere.

The undersigned are aware of the provisions of sections 137.1 and 149.1 of the Criminal Code (Cth).



Signature of authorised person

Solicitor on behalf of the Notifying Party

Office held

Alexandra Merrett

(Print) Name of authorised person

This 18th day of April 2019.

Annexure

Details of the notified conduct

20. As noted in the body of the accompanying Form, this notification relates to **resale price maintenance**.
21. Meredith Dairy proposes to amend its arrangements with its customers (both direct customers, such as Coles and Woolworths, and its distributors) to include a requirement not to sell any of its cheese products (the **Notified Products**), including its marinated goats cheese products, below a price(s) nominated by Meredith Dairy.
22. In particular, Meredith Dairy proposes to amend its arrangements such that:
 - 22.1. distributors selling the Notified Products must impose a requirement on resellers not to sell or advertise any of the Notified Products below a price(s) nominated by Meredith Dairy; and
 - 22.2. direct customers of Meredith Dairy who retail the Notified Products are subject to the same requirement.
23. **The time period relevant to the notified conduct:** the notified conduct will be ongoing, from the expiry of the regulated assessment period for this notification until such time as it is considered no longer necessary.
24. The **rationale** for the notified conduct is discussed in detail below at paragraph 43ff. In order to understand the rationale, it is first useful to describe the market conditions and the prevailing dynamics (see below at paragraph 28ff).
25. The following classes of persons are likely to be impacted by the notified conduct:
 - 25.1. wholesale customers of the Notified Products, namely Coles, Woolworths and (to a lesser extent) Costco;
 - 25.2. wholesale distributors of the Notified Products;
 - 25.3. customers of those wholesale distributors who acquire the Notified Products for the purpose of re-sale, especially independent retailers (such as delis); and
 - 25.4. end-users of the Notified Products.
26. Retailers will be less able to engage in sustained deep discounting of the Notified Products, meaning in some instances that end-users may pay more. As explained below, however, Meredith Dairy has no capacity to price above competitive levels or to endure its products being retailed at supra-competitive prices.
27. There are no **documents** which were submitted to Meredith Dairy's board or prepared by or for the notifying party's senior management for the purposes of assessing or making a decision in relation to the notified conduct, nor any minutes or record of the decision made.

Market information and concentration

28. The Notified Products are all types of specialty cheese. It is arguable that the relevant market may be broad enough to encompass:
- 28.1. food items other than cheese which are typically used for “entertaining”, such as dips, spreads (e.g. pate) and small goods. All such items are, in a demand sense, substitutable, as a customer considering buying the Notified Products is typically seeking to purchase some form of luxury treat or snack as a pre-dinner or morning/afternoon tea option for guests; and/or
 - 28.2. all types of cheese, particularly as – from a supply-side perspective – there is considerable scope to produce and/or distribute speciality cheese products alongside more basic offerings.
29. Nonetheless, for the purposes of this notification, Meredith Dairy submits that the relevant market is **the market for the production and wholesale distribution of Speciality Cheeses**. The proposed conduct would also affect **the retail market for Speciality Cheeses**. It is submitted that the relevant markets are national in scope.

Competition within the Speciality Cheese market

30. The market for Speciality Cheeses is extremely competitive.
31. Independent figures are difficult to rely upon, as it is very unclear how categories have been determined and whether comparisons can appropriately be drawn.
32. For example, Meredith Dairy notes that Retail World reports that “speciality / entertainment” cheeses amounted to 5% of the broader retail cheese sector, which was attributed a retail value of \$1.64 billion.¹ This 5% amounts to \$81.2m per annum. Overall cheese volume was estimated to be 125,399 tonnes, of which “Speciality / Entertainment” amounted to 2.4% (equating to just over 3,000 tonnes). Without understanding in detail how Retail World constructs its categories, it appears possible that the Specialised Cheese market as used in this submission would encompass at least some of the cheeses falling within other Retail World categories, namely “Smooth / Creamy” and “Snacking”. Indeed, based on Meredith Dairy’s own numbers and its assessment of its market position, the market for Speciality Cheese is likely to be far larger than estimated by Retail World. This assessment is based on the explanation set out in the following paragraphs.
33. To put the Retail World estimates in context, in FY18, Meredith Dairy generated revenue of approximately [REDACTED]² of which approximately [REDACTED] related to the Notified Products. Those products would have had a retail value of around [REDACTED] (working on the typical margin), which would indicate a market share of [REDACTED] of “Speciality / Entertainment” category identified in Retail World.

¹ See its Annual Report 2018, under the heading “Dairy, Chiller”.

² Being net sales for FY18, excluding export sales.

34. By Meredith Dairy's estimates, however, its market share (assessed by reference to the retail market for Speciality Cheese) would certainly not exceed [REDACTED] and is most likely less. [REDACTED]

Competing suppliers of Specialty Cheese

35. Meredith Dairy's assessment of its position in the market is driven, as much as anything, by observation of the prevailing market conditions.
36. For example, Meredith Dairy has compiled the following for the ACCC's consideration:
- 36.1. Schedule 1, which is a list of specialised cheese brands which were on sale alongside (or in close proximity to) the Notified Products during March-April 2019;
 - 36.2. the products falling within Woolworths' "Entertaining Cheese" category, as per its website (April 2019) – see Schedule 2; and
 - 36.3. the products falling within Coles' "Cheeses for Entertaining" category, as per its website (April 2019) – see Schedule 4.
37. As is evident from the vast array of brands on offer, the Notified Products are just a few of an extremely diverse and competitive market. Offerings range from independent brands (such as the very small Ashgrove Cheese in Tasmania) to large brands backed by multinational corporations (for example, King Island Dairy now owned by Lion). In addition, imports play an extremely important role in the market for Speciality Cheeses, with many of the market leaders (e.g. Jarlsberg, Fromage d'Affinois and Stilton) originating from overseas. Many such cheeses have also been granted Protected Geographical Status, meaning that cheese bearing a protected name (e.g. Roquefort, Gorgonzola and Gouda) must be produced in its originating location.
38. In short, it is an extremely fragmented market, characterised by some large multinationals, big name imports and a vast array of small, independent offerings such as Meredith Dairy.
39. Basic reconnaissance of any specialist cheese selection – whether at a major super market chain, in a deli or in a specialist cheese shop – demonstrates that Meredith Dairy accounts for only a small component of a very broad range. This means that – unless it offers a vibrant and competitive product – Meredith Dairy is extremely replaceable by its customers (whether wholesale or retail).

Customers

40. Meredith Dairy distributes its products in three basic ways:
- 40.1. directly to its largest customers (including Coles and Woolworths). For FY19 (YTD), Coles accounts for [REDACTED] of all sales and Woolworths [REDACTED];

40.2. directly to export customers. For FY19 (YTD), this accounts for around [REDACTED] of sales; and

40.3. via around [REDACTED] domestic distributors. This accounts for around [REDACTED] of all FY19 (YTD) sales.⁴ Such distributors in turn supply to food services businesses (such as restaurants) and small retailers (such as delis). Meredith Dairy estimates its products are sold in around [REDACTED] small retailers.

(The above figures for FY19 are generally representative of recent years.)

41. Direct customers – both major supermarket chains and export customers – have enormous bargaining power and, in many cases, countervailing power. Meredith Dairy is just one of dozens, if not hundreds of potential suppliers. A direct customer has the capacity to drop Meredith Dairy with limited push-back from customers at any time and for any reason.
42. In the case of distributors and independent retailers, Meredith Dairy is not quite as vulnerable, but it is still readily replaceable. Such distributors and retailers are an extremely important proving ground for Meredith Dairy – in essence, this is the channel by which Meredith Dairy has developed and tested its product range (and continues to do so) and created its brand. Accordingly, while Meredith Dairy benefits from a degree of brand recognition and customer loyalty, the independent sector is again able to choose from many alternative supply sources should the need or desire arise. [REDACTED]

Rationale for the notified conduct

43. Meredith Dairy seeks to engage in the notified conduct for two basic reasons:
 - 43.1. to manage increasing incidents of loss leading conduct; and
 - 43.2. to ensure its reputation as a price point does not mean Meredith Dairy is forced to underwrite extremely vigorous competition *against itself*.
44. Both these concerns are described in more detail below.

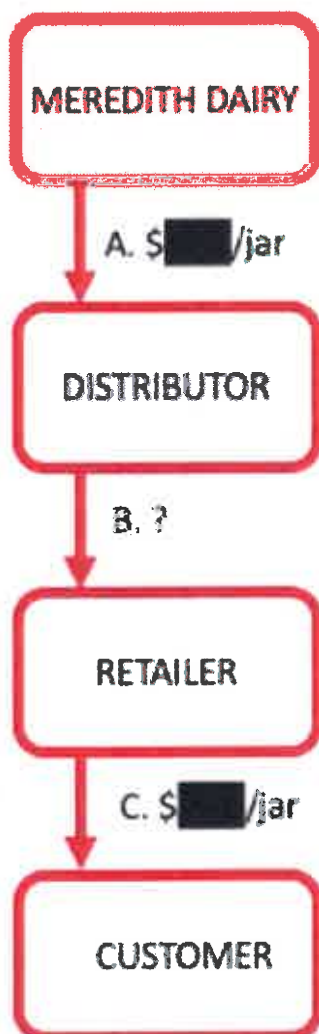
Incidents of loss-leading

45. On several occasions over recent years, Meredith Dairy has become aware of deep discounting by isolated retailers (typically, independent delis). Such discounting appears to fall within the scope of “loss leading” as defined by the law, but upon closer inspection Meredith Dairy has found it difficult to enforce its rights.

⁴ For present purposes, sales to Costco – which constitute around [REDACTED] of Meredith Dairy sales – are included in this number.

46. Where discounting is so extensive and prominent, Meredith Dairy finds that it creates difficulties with other customers. Such customers assume that the retailer (or distributor) in question is being supplied at a significantly lower price, and they in turn demand a discount. Others assume that Meredith Dairy is not acting in good faith (due to this presumed price differential), and the commercial relationship is harmed as a consequence. This has prompted numerous complaints to Meredith Dairy.
47. Meredith Dairy is aware that, under section 98(2) of the *Competition and Consumer Act 2010* (the CCA), conduct that might otherwise be considered to amount to resale price maintenance may be permitted where the supplier (e.g. Meredith Dairy) can establish loss leading.
48. When Meredith Dairy has investigated complaints about loss leading, however, it finds:
 - 48.1. it knows only the price at which the product is sold by Meredith Dairy to the distributor and the final retail price – as such, it cannot identify whether the distributor or the retailer (or both or neither) is selling at a price that is “less than their cost”; and
 - 48.2. it knows little or nothing about any other costs which should be taken into account when determining whether the price is “less than [the distributor’s/retailer’s] cost”.
49. Neither of these issues can be resolved without cooperation from one or both of the distributor and retailer, which cooperation can hardly be expected if the conduct does indeed fall within the scope of section 98(2) of the CCA.
50. Further, if Meredith Dairy is able to establish loss leading on the part of the retailer (with whom it has no direct relationship), it is then powerless to act. While section 98(2) ostensibly permits Meredith Dairy to “withhold supply”, there is no practical means by which it can do so. For example, it seems unreasonable and unfair to withhold all supply from the relevant distributor (who has not been engaging in loss leading behaviour); on the other hand, if section 98(2) is read as allowing partial withholding, how is Meredith Dairy to ascertain how much supply to keep back to ensure that the offending retailer is not supplied? Finally, Meredith Dairy should expect that a prudent distributor would need to satisfy itself that the retailer’s conduct does amount to loss leading before withholding supply, otherwise the distributor itself may be contravening the law. This leads to additional complexity and delay in “enforcing” any policy against loss leading.
51. As a recent example, an independent deli in [REDACTED], has prominently and over a sustained period advertised Meredith Dairy 320g jars of marinated goats cheese for [REDACTED] (at the time of writing, Meredith Dairy understands that this pricing strategy is ongoing). As demonstrated by the photographs contained in Schedule 6, the advertising of this price is extremely conspicuous [REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

52. Meredith Dairy supplies the relevant distributor for this retailer at [REDACTED] per jar. Accordingly, the advertised price is substantially below the margin that would be expected for a retailer, assuming that the distributor has itself applied a margin within the standard range. But, absent cooperation from one or both of the distributor and retailer, it is next to impossible for Meredith Dairy to ascertain the price at which the distributor supplies [REDACTED]; even armed with such knowledge, Meredith Dairy is unlikely to be able to assess whether that price is less than the distributor's cost and – if it is not – Meredith Dairy cannot assess whether the final retail price is less than the retailer's costs in acquiring and then selling the product. This dilemma is outlined in the following diagram.



Is the conduct loss leading?

Issues:

1. MD doesn't know B
2. MD doesn't know Distributor's costs
3. MD doesn't know Retailer's costs
4. Possible that both Distributor and Retailer are selling at or just over cost, such that conduct is not actually loss leading
5. How can MD possibly find out the answer to any of the above?
6. If MD can ascertain that Retailer is loss leading, how can it ensure Distributor does not continue to supply Retailer?

53. Accordingly, upon closer analysis, Meredith Dairy formed the view that posing invasive questions to its distributor about this conduct would almost certainly cause harm to their commercial relationship while resulting in little or no prospect of a “solution”. As regards the retailer – with whom Meredith Dairy has no relationship at all – there seemed very little prospect of Meredith Dairy’s questions prompting a useful response. This view, however, was reached only after considerable time, money and effort was spent investigating the pricing conduct.
54. While [REDACTED] pricing conduct has generated more complaints to Meredith Dairy than other similar incidents, it is by no means an isolated example. Meredith Dairy is aware of numerous cases in which its products are priced at a level which renders cost recovery unlikely.
55. The [REDACTED] case highlights the difficulty of pursuing individual incidents of loss leading conduct. It must also be remembered, however, that there are substantial transaction costs involved – Meredith Dairy estimates that its products are carried by around [REDACTED] independent retailers. It is simply not possible to effectively monitor and review all instances of deep discounting on a case-by-case basis.
56. In some respects, the issues raised by examples such as [REDACTED] are similar to those discussed in the *Coty* decision.⁵ While the issue at stake in that case differed, key aspects of the final decision turned on *Coty*’s inability (absent the conduct in question) to control the sale of its products when third-parties – that is, parties with whom it had no contractual relationship – were involved.

Meredith Dairy as a price point in an oligopolistic market

57. As the example with [REDACTED] demonstrates, Meredith Dairy products – specifically, 320g jars of marinated goats cheese – are to some extent used as a price point. Meredith Dairy’s internal market research indicates that customers are unusually well-informed about the price of 320g jars and use their price as a means of judging a store’s overall competitiveness.
58. Indeed, it is clear that Meredith Dairy’s major customers [REDACTED] [REDACTED] are acutely aware of the pricing strategies of other market participants in relation to the Notified Products.
[REDACTED]
[REDACTED]
[REDACTED]

⁵ *Coty Germany GmbH*, 6 December 2017, C-230/16. See for example the explanatory article by Dentons, “The *Coty* Case – The CJEU rules in favour of selective distribution networks against third-party online platforms” (7 December 2017); available at: <https://www.dentons.com/en/insights/alerts/2017/december/7/the-coty-case> (accessed 16 April 2019).

59. [REDACTED]

60. [REDACTED]

61. [REDACTED]

62. [REDACTED]

63. [REDACTED]

64. [REDACTED]

[REDACTED]

65. [REDACTED]
66. [REDACTED]

Public benefit

Efficiency benefits

67. As is clear from the discussion above at paragraphs 45-56, pricing behaviour that may amount to loss leading conduct is extremely time consuming and costly to investigate and such investigations are generally likely to be unproductive. Such conduct is idiosyncratic, meaning Meredith Dairy is required to analyse allegations on a case-by-case basis. Even where an individual case looks likely to support a loss leading claim, Meredith Dairy has yet to find itself in a sufficiently defensible position to “withhold” supply in a manner ostensibly permitted by section 98(2) of the CCA.
68. Nonetheless, the damage that deep discounting can do to the relationships between Meredith Dairy and its other customers is very real.
69. Accordingly, Meredith Dairy must choose between expending considerable resources on what may be a wild goose chase, or annoying loyal customers with its apparent disregard. Neither option is palatable.
70. Accordingly, the notified conduct would reduce transaction costs and give rise to efficiency benefits, by removing the need to engage in fruitless investigations to discern the truth underlying specific instances of deep discounting.

Ongoing investment and innovation, ensuring the continued growth of a vigorous and effective competitor

71. Should significant discounts become the norm in relation to the Notified Products, there is no doubt that Meredith Dairy’s own margins and profitability will be impacted.
72. Meredith Dairy prides itself on its innovation. It consistently seeks ways to improve the efficiency and sustainability of its operations, in pursuit of which it funds a formal research and development programme (pursuant to which it collaborates with both Deakin University and the University of Melbourne). Over recent years, Meredith Dairy has become increasingly self-sufficient in relation to its energy needs, installing significant amounts of solar panels, and planting its own carbon-offset forests. It has also taken steps recently to significantly reduce its reliance on gas, turning instead to its own systems for heating water across its operations.

73. Its vertically integrated supply chain means that it owns many of the herds from which its products are made; grows the crops to feed those herds (and to provide their bedding); and rears the billy goats (i.e. male goats which do not produce milk).
74. Meredith Dairy also prides itself on its commitment and contribution to its local community, employing around 100 staff (FTE) from the Meredith district and engaging local businesses wherever possible.
75. Meredith Dairy's genuine commitment to sustainability has resulted in it being awarded "Landcare Farm of the Year" (Victoria, 2009). In addition, it has just been announced as the winner of the President's Medal (having previously been a finalist in 2014). The President's Medal is a prestigious award issued by the Royal Agricultural Society of NSW in recognition of "a product's overall financial, social and environmental integrity through the entire production cycle from gate to plate", celebrating "truly inspirational, innovative agricultural food and beverage achievers" (see further <https://www.rasnsw.com.au/sydney-royal-competitions/competitions/presidents-medal/> and <https://www.rasnsw.com.au/sydney-royal-competitions/competitions/presidents-medal/finalists/>).
76. Meredith Dairy also prides itself on its use of fresh, local ingredients and the development of innovative products (see for example its relatively recent move into cultured goats milk).
77. Meredith Dairy's genuine commitment to innovation, sustainability and its local community requires sufficient margin to ensure ongoing re-investment into the business. If Meredith Dairy is constantly caught up in bidding the price of its own products down, that will have inevitable consequences for its capacity to invest in a sustainable growing business. Accordingly, the notified conduct will provide Meredith Dairy with the opportunity to ensure it is able to continue to develop its business in myriad innovative and dynamic ways.
78. In the same manner that resale price maintenance may be permitted to prevent/minimise free-riding in order to ensure retailers are prepared to invest in pre- and post-sales services,⁶ the notified conduct will enable Meredith Dairy to continue to invest in developing its product range and preserve its unique business model. Absent the notified conduct, Meredith Dairy may be in a position where it does "not gain sufficient returns on product sales" to continue to engage in innovative and vigorous competition.⁷ In this respect, the notified conduct will make a clear contribution to preserving and enhancing interbrand competition.

⁶ ACCC, *Statement of Reasons in respect of a notification lodged by Tooltechnic Systems (Australia) Pty Ltd* (25 July 2018).

⁷ ACCC, *Statement of Reasons in respect of a notification lodged by Tooltechnic Systems (Australia) Pty Ltd* (25 July 2018), paragraphs 32 and 42.

Public detriment including any competition effects

79. Given the extent of existing competition in the market in which the Notified Products are sold, it is submitted that the proposed conduct will not in any way adversely affect competition in the market or otherwise give rise to public detriment. There is no prospect that Meredith Dairy could set prices for the Notified Products above a competitive level without suffering immediate and significant harm to sales (as well as its relationships with retail customers).⁸ This point is underlined by the long-standing stability in the pricing of the Notified Products – Meredith Dairy has not moved its prices in 10 years, despite a steady increase in costs over that time.
80. While the notified conduct may be seen to facilitate commonality of pricing amongst retailers, in reality that possibility already exists by reason of the current market structure. As in any oligopolistic market, key competitors in the retail grocery sector already have all the tools necessary to monitor price movements and to co-ordinate pricing where they wish to. [REDACTED]
81. As such, the only real detriment resulting from the proposed conduct is that some end-users may no longer be able to access the very deep discounting that has been available on an idiosyncratic and unpredictable basis. For some consumers, this may mean that – on occasion – they are asked to pay higher prices than may currently be the case. Such customers, of course, are readily able to switch to any number of alternative products that would be suitable for their needs.
82. Ultimately, when engaging in the proposed conduct, Meredith Dairy will be subject to the constraints imposed by an extremely competitive market and a powerful customer base. It has no prospect of setting retail prices above competitive levels without suffering an unprofitable reduction in sales volume.
83. On no analysis could Meredith Dairy be said to enjoy market power. Accordingly, any purported public detriments associated with the notified conduct are merely theoretical.

Contact details of relevant market participants

84. Please see Schedule 7.

⁸ See further ACCC, *Statement of Reasons in respect of a notification lodged by Tooltechnic Systems (Australia) Pty Ltd* (25 July 2018), paragraph 37.

Any other information

85. Meredith Dairy is not aware of any party who currently engages in resale price maintenance in the Speciality Cheese market (or any related market).⁹
86. Meredith Dairy is not aware of any other information relevant to the ACCC's assessment of this notification.

⁹ ACCC, *Statement of Reasons in respect of a notification lodged by Tooltechnic Systems (Australia) Pty Ltd* (25 July 2018), paragraph 39.

SCHEDULE 1

Other brands of specialist cheese

The following brands of specialty cheese are currently being sold alongside Meredith Dairy cheese products. These brands have been sourced from:

- the selection on display in the speciality cheese section at Woolworths (Church St, Brighton VIC) and otherwise made available for sale via its “Entertaining Cheese” section available from www.woolworths.com.au (for completeness, screenshots of these pages are set out at Schedule 2);
- the selection on display in the speciality cheese section at Coles (Bay St, Brighton VIC) and otherwise made available for sale via its “Cheese Board Selections” at www.shop.coles.com.au for completeness, screenshots of these pages are set out at Schedule 4);
- the selection on display at David Jones Foodcourt (Melbourne CBD);
- the online range offered by Harper & Blohm, a speciality cheese shop in Melbourne, which has a broad range of products available for online purchasing (see www.harperandblohm.com – accessed 9 April 2019), ; and
- the online range offered by Australia On A Plate, a Sydney-based “wholesale supplier of speciality cheese and chef’s essentials” (see www.aoap.com.au – accessed 9 April 2019).

Please note: private label cheeses have been excluded from the table below. Likewise, the table does not include unpackaged cheese where the origin is unclear (as may be sold, for example, via the deli section of a supermarket).

| Brand | Brand owner / importer (where known) | Website |
|----------------|--------------------------------------|--|
| Adelaide Hills | | |
| Alambra | Petrou Bros Dairy | www.petroubros.com.cy |
| Aphrodite | | www.willstudd.com |
| Applewood | | |
| Ashgrove | Independent (based in Tas) | www.ashgrovecheese.com.au |

Restriction of Publication of Part Claimed – Public Register Version

| Brand | Brand owner / importer (where known) | Website |
|----------------------|---|--|
| Auricchio | | www.auricchio.it |
| Barbers 1833 | | www.barbers.co.uk |
| Bay of Fires | Independent (based in Tas) | www.bayoffirescheese.com.au |
| Bergader | | www.bergader.com |
| Berry's Creek | Independent (based in Vic) | http://www.berryscreekcheese.com |
| Binnorie | Independent (based in NSW) | https://www.binnorie.com.au |
| Boursin | Fromageries Bel | www.boursin.com |
| Cabot Cloth Bound | Cabot Creamery (US cooperative) | www.jasperhillfarm.com/clothbound |
| Cashel Blue | | http://www.cashelblue.com |
| Castello | Arla Foods | www.castellocheese.com |
| Clawson | | www.clawson.co.uk |
| Colston Bassett | | https://www.colstonbassettdairy.co.uk |
| Comte | Marcel Petite | http://www.comte-petite.com |
| Cracker Barrel | Saputo | www.crackerbarrelcheese.com |
| Cropwell Bishop | | www.cropwellbishopstilton.co.uk |
| Delicapra | | |
| Dodoni | Elco Food Company | www.dodonifeta.com.au |
| Edwards Crossing | Independent (based in SA) | www.bestonmarketplace.com.au/edwards-crossing-cheese-company/ |
| FirstKonig | KaseSwiss | http://www.kaseswiss.com/store/p19/firstkonig.html |
| Frico | Friesland Campina | www.frico.com |
| Fromage | Fromagerie Guilloteau | www.pavedaffinois.com |

Restriction of Publication of Part Claimed – Public Register Version

| Brand | Brand owner / importer (where known) | Website |
|--------------------------|---|---|
| d’Affinois | | |
| Fromager des Clarines | | |
| Fromagerie Berthaut | | |
| Fromagerier Rouzaire | | www.fromagerierouzaire.com |
| Galbani | Lactalis | www.galbani.cheese.com |
| Geoff Jansz | | |
| (Fromagerie) Germain | | |
| Grandma Singletons | | www.grandma-singletons.co.uk |
| Hafod | | http://www.hafodcheese.co.uk |
| Herve Mons | | http://www.mons-fromages.com |
| Holy Goat | Independent (based in Vic) | www.holygoatcheese.com |
| Igor | | www.igorgorgonzola.com |
| Il Forteto | Italian cooperative | www.forteto.net |
| Ile de France | | www.iledefrancecheese.com |
| Jarlsberg | TINE Dairy Cooperative (Norway) | www.jarlsberg.com |
| Jindi | Lactalis | www.jindi.com.au |
| Kebia | Kebia Importex | www.kebia.com.au |
| King Island | Lion | www.kingislanddairy.com.au |
| Kroon | | www.krooncheese.com |
| L’Amuse | | |
| L’Artisan | | http://www.lartisancheese.com.au |
| La Casa Del Formaggio | Independent (based in SA) | www.lacasa.com.au |

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| Brand | Brand owner / importer (where known) | Website |
|----------------------|---|---|
| Le Dauphin | | www.willstudd.com |
| Le Secret des Lys | | |
| Le Superbe | Lustenberger & Durst | www.le-superbe.com |
| Lemnos | Lactalis | www.lemnosfoods.com |
| Mainland | Fonterra | www.mainland.com.au |
| Mamma Lucia | Fresh Cheese Company | www.freshcheese.com.au |
| Marsh's | Independent (based in Vic) | www.marshs.com.au |
| Mauri Formaggi | | http://www.mauri.it/?lang=en |
| Mersey Valley | Lion | www.merseyvalley.com.au |
| Mil Lel | Saputo | www.wcbf.com.au |
| Milawa | Independent (based in Vic) | www.milawacheese.com.au |
| Mon Ami | Uhrenholt | www.uhrenholt.com |
| Mon Pere | | |
| Montefiore | Independent (based in Vic) | www.montefiore.com.au |
| Monte Enebro | | |
| Moondarra | Independent (based in Vic) | www.moondarracheese.com.au |
| Neal's Yard Dairy | | https://www.nealsyarddairy.co.uk |
| Nisi | | |
| Odysseus | | |
| Paesenella | Independent (based in NSW) | www.paesanella.com.au |

Restriction of Publication of Part Claimed – Public Register Version

| Brand | Brand owner / importer (where known) | Website |
|-----------------------------|---|---|
| Parmigiano Reggiano | Latteria Sociale Delle Ghiaie | www.parmigianoreggiano.com |
| Petit Camembert au Calvados | | |
| Port Salut | Fromageries Bel | www.portsalut.co.uk |
| President | Lactalis | www.presidentcheese.com |
| Prom Country | [Independent (based in Vic) | https://www.promcountrycheese.com.au |
| Pyengana | TasFoods | https://pyenganadairy.com.au |
| Riverina | Independent (based in NSW) | www.riverinadairy.com |
| Rond La Tradition | | |
| Schultz | Independent (based in Vic) | https://schulzorganicdairy.com.au |
| Shaw River | Independent (based in Vic) | www.shawriverbuffalo.com |
| Snowdonia | | www.snowdoniacheese.co.uk |
| Societe Roquefort | Lactalis | www.societeroquefort.com |
| Somerdale | | www.somerdale.com |
| South Cape | Lion | www.southcape.com.au |
| St Agur | | |
| Tarago River | Independent (based in Vic) | www.taragocheese.com |
| Tasmanian Heritage | Lion | www.tasmanianheritage.com.au |
| Tatura | Bega | https://www.tatura.com.au |
| Tete de Moine | KaseSwiss | |

Restriction of Publication of Part Claimed – Public Register Version

| Brand | Brand owner / importer (where known) | Website |
|---------------------------------|---|---|
| That's Amore Cheese | Independent (based in Vic) | www.thatsamorecheese.com.au |
| The Pure Produce Company | Quality Food World | www.qualityfoodworld.com.au |
| Three Cows | Arla Foods | |
| Truckle Brothers | | www.trucklecheese.co.uk |
| Udder Delights | Independent (based in SA) | www.udderdelights.com.au |
| Unicorn | Snow Brand | www.unicorncheese.com.au |
| Will Stud (various AOC cheeses) | | www.willstudd.com |
| Woodside | Independent (based in SA) | http://www.woodsidecheese.com.au |
| Yarra Valley | Independent (based in Vic) | www.yvd.com.au |
| Zanetti | Conga Foods | www.congafoods.com.au |

SCHEDULE 2

Speciality cheese: Woolworths selection

The following screenshots were taken from <https://www.woolworths.com.au/shop/browse/dairy-eggs-fridge/cheese/entertaining-cheese> on 8 April 2019

This site can also be reached by the following path:

www.woolworths.com.au

>> Select “Dairy, Eggs & Fridge”

>> Select “Cheese”























>> Select “Entertaining Cheese”

Original screenshots, including metadata, provided on request. Note: search results may differ by location.

Note: the Meredith Dairy products sold by Woolworths are set out in Schedule 3.
























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Sort by: **Relevance** ▾

| | | | | | | | |
|---|---|---|--|---|---|--|--|
|  <p>Danish Fetta Cheese per kg</p> <p>\$14⁹⁹ \$14.99 / 1KG</p> <p>Add to cart</p> |  <p>Find your Easter</p> <p>Tasmanian Heritage and Mersey Valley Easter Entertaining</p> <p>Discover more</p> |  <p>Dodoni Greek Fetta Cheese per kg</p> <p>\$29⁰⁰ \$29.00 / 1KG</p> <p>Add to cart</p> |  <p>Frico Maasdam Shaved Cheese per kg</p> <p>\$21⁰⁰ \$21.00 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Fresh Round Loaf Maasdam Cheese per kg</p> <p>\$19⁰⁰ \$19.00 / 1KG</p> <p>Add to cart</p> |  <p>Singletons Black Wax Cheddar Cheese per kg</p> <p>\$57⁵⁰ \$57.50 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Fresh Parmesan Grana Padano Cheese Wheel per kg</p> <p>\$47⁰⁰ \$47.00 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Fresh Parmigiano Reggiano Cheese Wheel per kg</p> <p>\$60⁰⁰ \$60.00 / 1KG</p> <p>Add to cart</p> |
| <p>LOW PRICE ALWAYS</p>  <p>Jarlsberg Shaved Cheese per kg</p> <p>\$22⁰⁰ \$22.00 / 1KG</p> <p>Add to cart</p> |  <p>Jarlsberg Sliced Cheese per kg</p> <p>\$22⁰⁰ \$22.00 / 1KG</p> <p>Add to cart</p> |  <p>Mon Pere Brie per kg</p> <p>\$45⁹⁹ \$45.99 / 1KG</p> <p>Add to cart</p> |  <p>Jarlsberg Cheese per kg</p> <p>\$25⁰⁰ \$25.00 / 1KG</p> <p>Add to cart</p> |  <p>King Island Camembert Cheese per kg</p> <p>\$50⁰⁰ \$50.00 / 1KG</p> <p>Add to cart</p> |  <p>Tasmanian Heritage Red Square Cheese per kg</p> <p>\$55⁰⁰ \$55.00 / 1KG</p> <p>Add to cart</p> |  <p>Guilloteau Fromage De Affinois Brie per kg</p> <p>\$69⁰⁰ \$69.00 / 1KG</p> <p>Add to cart</p> |  <p>Il Forteto Cacio Di Bosco per kg</p> <p>\$80⁰⁰ \$80.00 / 1KG</p> <p>Add to cart</p> |
| <p>Image Coming Soon</p> <p>Fromagerier Rouzaire De Meaux Fromage De Meaux per kg</p> <p>\$92⁰⁰ \$30.67 / 1KG</p> <p>Add to cart</p> | <p>Image Coming Soon</p> <p>Cabot Cloth Bound Cheddar per kg</p> <p>\$99⁹⁹ \$99.99 / 1KG</p> <p>Add to cart</p> |  <p>Fromager D'affinois Red Chilli Pepper Cheese per kg</p> <p>\$80⁰⁰ \$80.00 / 1KG</p> <p>Add to cart</p> |  <p>Fromager D'affinois Garlic & Herb Cheese per kg</p> <p>\$80⁰⁰ \$80.00 / 1KG</p> <p>Add to cart</p> |  <p>Cropwell Bishop Blue Stilton Cheese per kg</p> <p>\$79⁰⁰ \$79.00 / 1KG</p> <p>Add to cart</p> |  <p>Monterey Jack Jalapeno Cheese per kg</p> <p>\$38⁰⁰ \$38.00 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Fresh Dutch Log Smoked Cheese per kg</p> <p>\$36⁵⁰ \$36.50 / 1KG</p> <p>Add to cart</p> |  <p>Port Salut Cheese per kg</p> <p>\$50⁰⁰ \$50.00 / 1KG</p> <p>Add to cart</p> |

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| | | | | | | | |
|--|--|--|--|---|---|---|--|
| <p>SAVE \$2.96</p> <p>Special</p>  <p>Swiss Maasdam Cheese Wedge min. 370g</p> <p>\$4.44 \$12.00 / 1KG</p> <p>Was \$7.40</p> <p>Add to cart</p> | <p>Image Coming Soon</p> <p>Will Studd Aphrodite Halloumi min. 250g</p> <p>\$10.00 \$40.00 / 1KG</p> <p>Add to cart</p> | <p>LOW PRICE ALWAYS</p>  <p>Jarlsberg Cheese Pre-wrapped Rw min. 240g</p> <p>\$5.28 \$22.00 / 1KG</p> <p>Add to cart</p> |  <p>Mamma Lucia Reduced Fat Ricotta Cheese min. 1.3kg</p> <p>\$11.67 \$8.98 / 1KG</p> <p>Add to cart</p> |  <p>Jarlsberg Cheese Loaf Cheese Loaf each</p> <p>\$22.00 \$22.00 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$2.00</p> <p>Special</p>  <p>Riverina Haloumi Log Haloumi Log 900g</p> <p>\$16.00 \$17.78 / 1KG</p> <p>Was \$18.00</p> <p>Add to cart</p> | <p>SAVE \$3.00</p> <p>Special</p>  <p>Alambra Cypriot Halloumi 850g</p> <p>\$16.00 \$18.82 / 1KG</p> <p>Was \$19.00</p> <p>Add to cart</p> |  <p>Meredith Dairy Goat Cheese Chives And Garlic 80g</p> <p>\$6.00 \$75.00 / 1KG</p> <p>Add to cart</p> |
|  <p>Meredith Dairy Goat Cheese Dill 80g</p> <p>\$6.00 \$75.00 / 1KG</p> <p>Add to cart</p> |  <p>Boursin Herb & Garlic Cheese 80g</p> <p>\$6.49 \$81.13 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Sliced Fetta 600g</p> <p>\$14.35 \$23.92 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Dairy Marinated Goats Cheese Jar 550g</p> <p>\$20.00 \$36.36 / 1KG</p> <p>Add to cart</p> |  <p>La Casa Del Formaggio Traditional Ricotta Cheese 1kg</p> <p>\$9.00 \$9.00 / 1KG</p> <p>Add to cart</p> |  <p>Mainland Extra Tasty Block 500g</p> <p>\$9.00 \$18.00 / 1KG</p> <p>Add to cart</p> |  <p>Kebia Bulgarian Goats Cheese 450g</p> <p>\$9.90 \$22.00 / 1KG</p> <p>Add to cart</p> |  <p>Kebia Bulgarian Fetta Cheese 450g</p> <p>\$8.50 \$18.89 / 1KG</p> <p>Add to cart</p> |
|  <p>La Casa Del Formaggio Mozzarella Ball 450g</p> <p>\$7.50 \$16.67 / 1KG</p> <p>Add to cart</p> |  <p>Dodoni Greek Feta Cheese 400g</p> <p>\$12.00 \$30.00 / 1KG</p> <p>Add to cart</p> |  <p>Mainland Vintage Block 400g</p> <p>\$9.00 \$22.50 / 1KG</p> <p>Add to cart</p> |  <p>Mainland Organic Block 400g</p> <p>\$9.00 \$22.50 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Entertaining Platter Selection 4 piece 435g</p> <p>\$15.75 \$36.21 / 1KG</p> <p>Add to cart</p> |  <p>La Casa Del Formaggio Smooth Ricotta 375g</p> <p>\$5.00 \$13.33 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Marinated Fetta 350g</p> <p>Was \$12.50 22/03/2018</p> <p>\$10.00 \$28.57 / 1KG</p> <p>Add to cart</p> |  <p>Yarra Valley Persian Fetta Classic 350g</p> <p>\$10.00 \$28.57 / 1KG</p> <p>Add to cart</p> |

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|---|--|---|--|--|---|---|--|
|  <p>Woolworths Mozzarella Pear 350g</p> <p>\$5.00 \$14.29 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Goat Cheese In Olive Oil 320g</p> <p>\$12.99 \$40.59 / 1KG</p> <p>Add to cart</p> |  <p>Geoff Jansz Marinated Fetta Cheese 320g</p> <p>\$7.50 \$23.44 / 1KG</p> <p>Add to cart</p> |  <p>Geoff Jansz Marinated Danish Fetta Cheese 320g</p> <p>\$7.50 \$23.44 / 1KG</p> <p>Add to cart</p> |  <p>South Cape White Wine Matched Selection 320g</p> <p>\$13.00 \$40.63 / 1KG</p> <p>Add to cart</p> |  <p>Castello Double Cream Brie 300g</p> <p>\$12.00 \$40.00 / 1KG</p> <p>Add to cart</p> |  <p>Castello Soft Mild Blue Cheese 300g</p> <p>\$12.00 \$40.00 / 1KG</p> <p>Add to cart</p> |  <p>Chrystal Fresh Cheese Board Selection 275g</p> <p>\$10.00 \$36.36 / 1KG</p> <p>Add to cart</p> |
|  <p>Frico Gouda Cheese Wedge 260g</p> <p>\$7.50 \$28.85 / 1KG</p> <p>Add to cart</p> |  <p>Frico Gouda Cumin Cheese Wedge 255g</p> <p>\$7.50 \$29.41 / 1KG</p> <p>Add to cart</p> |  <p>Jartsberg Original Cheese Block 250g</p> <p>\$6.50 \$26.00 / 1KG</p> <p>Add to cart</p> |  <p>The Pure Produce Company Fetta With Garlic & Herbs 250g</p> <p>\$8.00 \$32.00 / 1KG</p> <p>Add to cart</p> |  <p>The Pure Produce Company Persian Fetta 250g</p> <p>\$8.00 \$32.00 / 1KG</p> <p>Add to cart</p> |  <p>Geoff Jansz Marinated Buffalo Mozzarella Cheese 250g</p> <p>\$8.00 \$32.00 / 1KG</p> <p>Add to cart</p> | <p>Tasmanian Heritage Soft Camembert</p> <p>125g \$3.50 \$28.00 / 1KG</p> <p>Add to cart</p> <p>140g \$5.50 \$39.29 / 1KG</p> <p>Add to cart</p> <p>250g \$11.25 \$45.00 / 1KG</p> <p>Add to cart</p> | <p>Tasmanian Heritage Soft Double Brie</p> <p>140g \$5.50 \$39.29 / 1KG</p> <p>Add to cart</p> <p>250g \$11.25 \$45.00 / 1KG</p> <p>Add to cart</p> |
|  <p>La Casa Del Formaggio Mascarpone 250g</p> <p>\$5.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$2.45</p>  <p>Mersey Valley Ploughmans Cheddar Cheese 235g</p> <p>\$5.00 \$21.28 / 1KG</p> <p>Was \$7.45</p> <p>Add to cart</p> | <p>SAVE \$2.45</p>  <p>Mersey Valley Pickled Onion Cheddar Cheese 235g</p> <p>\$5.00 \$21.28 / 1KG</p> <p>Was \$7.45</p> <p>Add to cart</p> | <p>SAVE \$2.45</p>  <p>Mersey Valley Classic Cheddar Cheese 235g</p> <p>\$5.00 \$21.28 / 1KG</p> <p>Was \$7.45</p> <p>Add to cart</p> | <p>SAVE \$2.45</p>  <p>Mersey Valley Original Cheddar Cheese 235g</p> <p>\$5.00 \$21.28 / 1KG</p> <p>Was \$7.45</p> <p>Add to cart</p> | <p>SAVE \$2.45</p>  <p>Mersey Valley Peppercorn Medley Cheddar Cheese 235g</p> <p>\$5.00 \$21.28 / 1KG</p> <p>Was \$7.45</p> <p>Add to cart</p> |  <p>Frico Mild Goats Cheese Wedge 230g</p> <p>\$12.60 \$54.78 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$0.70</p>  <p>Dodoni Cypriot Halloumi 225g</p> <p>\$5.50 \$24.44 / 1KG</p> <p>Was \$6.20</p> <p>Add to cart</p> |

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| | | | | | | | |
|---|---|--|---|--|--|--|---|
|  <p>Alambra Cypriot Halloumi 225g</p> <p>\$6.50 \$28.89 / 1KG</p> <p>Add to cart</p> |  <p>La Casa Del Formaggio Traditional Bocconcini 220g</p> <p>Was \$5.25 04/06/2018 \$4.80 \$21.82 / 1KG</p> <p>Add to cart</p> | <p>LOW PRICE ALWAYS</p>  <p>Woolworths Swiss Cheese 200g</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$1.75</p> <p>Special</p>  <p>Singletons Red Leicester Cheese 200g</p> <p>\$6.95 \$34.75 / 1KG Was \$8.70</p> <p>Add to cart</p> | <p>SAVE \$1.50</p> <p>Special</p>  <p>Mainland Epicure Cheese 200g</p> <p>\$4.50 \$22.50 / 1KG Was \$6.00</p> <p>Add to cart</p> |  <p>South Cape Onion & Chives Cream Cheese 200g</p> <p>\$4.30 \$21.50 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Select Sweet Chilli Cream Cheese 200g</p> <p>\$3.00 \$15.00 / 1KG</p> <p>Add to cart</p> | <p>★★★★★ (333)</p>  <p>Woolworths Select Apricot & Almond Cream Cheese 200g</p> <p>\$3.00 \$15.00 / 1KG</p> <p>Add to cart</p> |
| <p>★★★★★ (325)</p>  <p>Woolworths Select Spring Onion & Chive Cream Cheese 200g</p> <p>\$3.00 \$15.00 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Apricot & Almond Cream Cheese 200g</p> <p>\$4.30 \$21.50 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Herb & Garlic Cream Cheese 200g</p> <p>\$4.30 \$21.50 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Reduced Fat Greek Style Fetta 200g</p> <p>Was \$5.99 27/06/2016 \$5.00 \$25.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Tasmanian Fetta 200g</p> <p>Was \$5.99 27/06/2016 \$5.00 \$25.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Reduced Fat Tasmanian Fetta 200g</p> <p>Was \$5.99 27/06/2016 \$5.00 \$25.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Greek Style Fetta 200g</p> <p>Was \$5.99 27/06/2016 \$5.00 \$25.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Dodoni Fetta Goats Cheese 200g</p> <p>Was \$7.00 18/09/2017 \$6.00 \$30.00 / 1KG</p> <p>Add to cart</p> |
|  <p>Nisi Danish Feta 200g</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Lemnos Reduced Fat Fetta Cheese 200g</p> <p>Was \$4.75 24/03/2019 \$4.50 \$22.50 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Lemnos Smooth Fetta Cheese 200g</p> <p>Was \$4.75 24/03/2019 \$4.50 \$22.50 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Dodoni Fetta Cheese 200g</p> <p>Was \$7.00 18/09/2017 \$6.00 \$30.00 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Cheese Gouda 200g</p> <p>\$6.30 \$31.50 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$1.00</p> <p>Special</p>  <p>Frico Mild Edam Cheese Wedge 200g</p> <p>\$7.00 \$30.43 / 1KG Was \$8.00</p> <p>Add to cart</p> | <p>SAVE \$1.00</p> <p>Special</p>  <p>Dodoni Saganaki 200g</p> <p>\$9.00 \$45.00 / 1KG Was \$10.00</p> <p>Add to cart</p> |  <p>South Cape Edam Cheese 200g</p> <p>\$6.30 \$31.50 / 1KG</p> <p>Add to cart</p> |

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|--|--|---|--|---|---|---|--|
|  <p>Zanetti Firm Parmesan Cheese Grana Padano 200g</p> <p>\$9.00 \$45.00 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$1.30</p>  <p>Special</p> <p>Zanetti Firm Parmigiano Reggiano 200g</p> <p>\$9.00 \$45.00 / 1KG</p> <p>Was \$10.30</p> <p>Add to cart</p> |  <p>Grana Padano Cheese 200g</p> <p>\$6.90 \$34.50 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Sweet Chilli Cream Cheese 200g</p> <p>\$4.30 \$21.50 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Woolworths Gouda Cheese Slices 200g</p> <p>Was \$4.50 29/10/2018</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Woolworths Swiss Light Cheese Slices 200g</p> <p>Was \$4.50 29/10/2018</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Woolworths Swiss Cheese Slices 200g</p> <p>Was \$4.50 29/10/2018</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Woolworths Edam Cheese Slices 200g</p> <p>Was \$4.50 29/10/2018</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> |
| <p>PRICE DROPPED</p>  <p>Woolworths Danish Havarti Cheese Slices 200g</p> <p>Was \$4.50 29/10/2018</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>President Camembert Cheese 200g</p> <p>Was \$10.00 24/03/2019</p> <p>\$6.00 \$30.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>President Brie Cheese 200g</p> <p>Was \$10.00 24/03/2019</p> <p>\$6.00 \$30.00 / 1KG</p> <p>Add to cart</p> | <p>LOW PRICE ALWAYS</p>  <p>South Cape Brie 200g</p> <p>\$5.99 \$29.95 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$0.55</p>  <p>Special</p> <p>Mon Ami French Camembert Cheese 200g</p> <p>\$5.25 \$26.25 / 1KG</p> <p>Was \$5.80</p> <p>Add to cart</p> | <p>South Cape Camembert</p> <p>125g</p> <p>\$5.30 \$42.40 / 1KG</p> <p>Add to cart</p> <p>200g</p> <p>\$5.99 \$29.95 / 1KG</p> <p>Add to cart</p> |  <p>King Island Phoques Cove Camembert Cheese 200g</p> <p>\$12.00 \$60.00 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Havarti Cheese 200g</p> <p>\$6.30 \$31.50 / 1KG</p> <p>Add to cart</p> |
|  <p>King Island Cape Wickham Double Brie Cheese 200g</p> <p>\$12.00 \$60.00 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$0.55</p>  <p>Special</p> <p>Mon Ami French Brie Cheese 200g</p> <p>\$5.25 \$26.25 / 1KG</p> <p>Was \$5.80</p> <p>Add to cart</p> |  <p>King Island Lighthouse Blue Brie Cheese 200g</p> <p>\$12.00 \$60.00 / 1KG</p> <p>Add to cart</p> |  <p>Lemnos Paneer Cheese 200g</p> <p>\$6.55 \$32.75 / 1KG</p> <p>Add to cart</p> |  <p>Le Dauphin Double Creme Cheese 200g</p> <p>\$24.99 \$124.95 / 1KG</p> <p>Add to cart</p> | <p>LOW PRICE ALWAYS</p>  <p>Woolworths Danish Havarti Cheese 200g</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Crumbled Fetta 200g</p> <p>Was \$8.00 22/03/2018</p> <p>\$7.00 \$35.00 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Cheese Edam Block 200g</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> |

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|--|--|---|--|--|--|---|--|
| <p>SAVE \$1.00</p> <p>Special</p>  <p>Zanetti Pecorino Romano 200g</p> <p>\$7.00 \$35.00 / 1KG Was \$8.00</p> <p>Add to cart</p> |  <p>Woolworths Cheese Gouda Block 200g</p> <p>\$4.00 \$20.00 / 1KG</p> <p>Add to cart</p> |  <p>Lemnos Cheese Fetta 2 pk 200g</p> <p>\$6.50 \$32.50 / 1KG</p> <p>Add to cart</p> |  <p>Riverina Reduced Fat Fetta Cheese 1kg</p> <p>\$15.00 \$15.00 / 1KG</p> <p>Add to cart</p> |  <p>King Island Cheese Blue Triple Cream Black Label 1kg</p> <p>\$60.00 \$60.00 / 1KG</p> <p>Add to cart</p> |  <p>Fromager D'affinois Excellence Mild & Creamy 1kg</p> <p>\$80.00 \$80.00 / 1KG</p> <p>Add to cart</p> |  <p>Fromager Daffinois Cheese Campagnier 1kg</p> <p>\$85.00 \$85.00 / 1KG</p> <p>Add to cart</p> |  <p>Le Superbe Gruyere Cheese 195g</p> <p>\$10.00 \$51.28 / 1KG</p> <p>Add to cart</p> |
|  <p>Somerdale Truffle Cheddar 190g</p> <p>\$11.00 \$57.89 / 1KG</p> <p>Add to cart</p> |  <p>Casa Leonardi Gorgonzola Dolce Blue Cheese 190g</p> <p>\$6.70 \$35.26 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Aged Parmesan Cheese 185g</p> <p>\$9.25 \$50.00 / 1KG</p> <p>Add to cart</p> |  <p>Mersey Valley Extra Tasty Cheese 180g</p> <p>2 for \$7.00 \$6.00 \$33.33 / 1KG</p> <p>Add to cart</p> |  <p>Mersey Valley Original Vintage Cheese 180g</p> <p>2 for \$7.00 \$6.00 \$33.33 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$1.05</p> <p>Special</p>  <p>Lemnos Organic Fetta Cheese 180g</p> <p>\$5.70 \$31.67 / 1KG Was \$6.75</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Lemnos Halloumi Cheese 180g</p> <p>Was \$ 6.98 26/09/2016 \$6.00 \$33.33 / 1KG</p> <p>Add to cart</p> |  <p>Lemnos Organic Halloumi Cheese 180g</p> <p>\$7.16 \$39.78 / 1KG</p> <p>Add to cart</p> |
|  <p>Riverina Haloumi With Basil 180g</p> <p>\$6.00 \$33.33 / 1KG</p> <p>Add to cart</p> |  <p>Riverina Haloumi With Cracked Pepper 180g</p> <p>\$6.00 \$33.33 / 1KG</p> <p>Add to cart</p> |  <p>Riverina Haloumi With Chilli 180g</p> <p>\$6.00 \$33.33 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$1.00</p> <p>Special</p>  <p>Galbani Bocconcini 180g</p> <p>\$4.00 \$22.22 / 1KG Was \$5.00</p> <p>Add to cart</p> | <p>SAVE \$1.00</p> <p>Special</p>  <p>Galbani Bocconcini Mini 180g</p> <p>\$4.00 \$22.22 / 1KG Was \$5.00</p> <p>Add to cart</p> |  <p>Galbani Fresh Mozzarella Slices 180g</p> <p>\$5.00 \$27.78 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>Lemnos Traditional Fetta 180g</p> <p>Was \$4.75 24/03/2019 \$4.50 \$25.00 / 1KG</p> <p>Add to cart</p> |  <p>King Island Seal Bay Triple Cream Brie Cheese 175g</p> <p>\$12.00 \$68.57 / 1KG</p> <p>Add to cart</p> |

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|---|--|--|--|---|---|---|---|
|  <p>Mil Let Crumbled Fetta Mediterranean Style 170g \$6.00 \$35.29 / 1KG Add to cart</p> |  <p>King Island Smoked Cheddar Cheese 170g \$9.25 \$54.41 / 1KG Add to cart</p> |  <p>King Island Cheddar Cheese 170g \$9.25 \$54.41 / 1KG Add to cart</p> |  <p>Odysseus Barrel Aged Fetta Portion 170g \$11.99 \$70.53 / 1KG Add to cart</p> |  <p>Fromager Petit D Affinois 150g \$12.00 \$80.00 / 1KG Add to cart</p> |  <p>Mersey Valley Original Spreadable Cheddar Cheese 150g \$4.00 \$26.67 / 1KG Add to cart</p> |  <p>Meredith Plain Goats Cheese 150g \$9.00 \$60.00 / 1KG Add to cart</p> | <p>SAVE \$1.50</p>  <p>Special Somerdale Wensleydale & Cranberries Cheese 150g \$6.00 \$40.00 / 1KG Was \$7.50 Add to cart</p> |
|  <p>Somerdale Red Leicester Cheese 150g \$4.50 \$30.00 / 1KG Add to cart</p> | <p>SAVE \$0.50</p>  <p>Special Edwards Crossing Vintage Cheddar 150g \$5.00 \$33.33 / 1KG Was \$5.50 Add to cart</p> |  <p>The Margaret River Dairy Company Original Club Cheddar Cheese 150g \$6.50 \$43.33 / 1KG Add to cart</p> |  <p>Latteria Sociale Parmigiano Reggiano Parmesan Cheese 18mths 150g \$8.00 \$53.33 / 1KG Add to cart</p> |  <p>Jarlsberg Original Cheese Slices Sliced Cheese 150g \$6.70 \$44.67 / 1KG Add to cart</p> |  <p>Jarlsberg Lite Cheese Slices Sliced Cheese 150g \$6.70 \$44.67 / 1KG Add to cart</p> |  <p>Castello Brie Double Cream 150g \$6.00 \$40.00 / 1KG Add to cart</p> |  <p>Castello Double Cream Truffle 150g \$7.50 \$50.00 / 1KG Add to cart</p> |
|  <p>Frico Dutch Smoked Cheese 150g \$5.99 \$39.93 / 1KG Add to cart</p> |  <p>Castello Blue Cheese Creamy 150g \$6.00 \$40.00 / 1KG Add to cart</p> |  <p>Unicorn Camembert Wedge 150g 2 for \$7.00 \$4.50 \$30.00 / 1KG Add to cart</p> |  <p>Unicorn Double Brie Wedge 150g 2 for \$7.00 \$4.50 \$30.00 / 1KG Add to cart</p> |  <p>Unicorn Chilli Brie Wedge 150g 2 for \$7.00 \$4.50 \$30.00 / 1KG Add to cart</p> |  <p>Shaw River Smoked Buffalo Cheese 150g \$10.25 \$68.33 / 1KG Add to cart</p> |  <p>Unicorn Triple Cream Brie 150g 2 for \$7.00 \$4.50 \$30.00 / 1KG Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Trilogy Herb Sun-dried Vintage Cheddar Cheese 140g Was \$6.00 14/05/2018 \$5.00 \$35.71 / 1KG Add to cart</p> |

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|---|--|---|---|--|--|---|--|
| <p>PRICE DROPPED</p>  <p>South Cape Vintage Club Cheddar Cheese 140g Was \$6.00 14/05/2018 \$5.00 \$35.71 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Vintage Cracked Pepper Club Cheddar Cheese 140g Was \$6.00 14/05/2018 \$5.00 \$35.71 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Vintage Smoked Applebox Club Cheddar Cheese 140g Was \$6.00 14/05/2018 \$5.00 \$35.71 / 1KG</p> <p>Add to cart</p> | <p>PRICE DROPPED</p>  <p>South Cape Trilogy Onion Chives & Smoked Cheddar Cheese 140g Was \$6.00 14/05/2018 \$5.00 \$35.71 / 1KG</p> <p>Add to cart</p> |  <p>Cracker Barrel Infused Smoked 130g 2 for \$7.00 \$4.50 \$34.62 / 1KG</p> <p>Add to cart</p> |  <p>Cracker Barrel Infused Maple 130g 2 for \$7.00 \$4.50 \$34.62 / 1KG</p> <p>Add to cart</p> |  <p>Cracker Barrel Infused Cracked Pepper 130g 2 for \$7.00 \$4.50 \$34.62 / 1KG</p> <p>Add to cart</p> |  <p>Mainland Cheddar Vintage 125g \$4.00 \$32.00 / 1KG</p> <p>Add to cart</p> |
|  <p>Woolworths Ash Brie 125g \$4.50 \$36.00 / 1KG</p> <p>Add to cart</p> |  <p>President Creme De Brie Spreadable Cheese 125g \$5.00 \$40.00 / 1KG</p> <p>Add to cart</p> | <p>LOW PRICE ALWAYS</p> <p>★ ★ ★ ★ ★ (953)</p>  <p>Woolworths Camembert Cheese 125g \$3.00 \$24.00 / 1KG</p> <p>Add to cart</p> |  <p>South Cape Mini Brie Cheese Wheel 125g \$5.30 \$42.40 / 1KG</p> <p>Add to cart</p> | <p>LOW PRICE ALWAYS</p> <p>★ ★ ★ ★ ★ (972)</p>  <p>Woolworths Brie 125g \$3.00 \$24.00 / 1KG</p> <p>Add to cart</p> |  <p>Macro Organic Creamy Brie 125g \$4.50 \$36.00 / 1KG</p> <p>Add to cart</p> | <p>★ ★ ★ ★ ★ (376)</p>  <p>Woolworths Triple Cream Brie 125g \$3.50 \$28.00 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Washed Rind Brie 125g \$4.50 \$36.00 / 1KG</p> <p>Add to cart</p> |
|  <p>Woolworths Double Cream Camembert 125g \$3.50 \$28.00 / 1KG</p> <p>Add to cart</p> |  <p>Ile De France Petit Camembert 125g \$7.00 \$56.00 / 1KG</p> <p>Add to cart</p> |  <p>Ile De France Petit Brie 125g \$7.00 \$56.00 / 1KG</p> <p>Add to cart</p> |  <p>Long Clawson Strong Blue Cheese 125g \$8.00 \$64.00 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$1.50</p> <p>Special</p>  <p>Tasmanian Heritage Triple Cream Oval Cheese 125g \$3.50 \$28.00 / 1KG Was \$5.00</p> <p>Add to cart</p> |  <p>Yarra Valley Goat's Cheese 120g \$7.00 \$58.33 / 1KG</p> <p>Add to cart</p> |  <p>Cracker Barrel Infused Cheddar Parmesan 120g 2 for \$7.00 \$4.50 \$37.50 / 1KG</p> <p>Add to cart</p> |  <p>Galbani Fresh Mozzarella 120g \$4.00 \$33.33 / 1KG</p> <p>Add to cart</p> |

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|---|---|--|--|--|---|--|--|
|  <p>Tasmanian Heritage Mild Blue Cheese 120g</p> <p>\$6⁴⁶ \$53.83 / 1KG</p> <p>Add to cart</p> |  <p>King Island Roaring 40s Blue Cheese 120g</p> <p>\$8⁰⁰ \$66.67 / 1KG</p> <p>Add to cart</p> |  <p>President Le Blue Extra Creamy 120g</p> <p>\$5⁸⁵ \$48.75 / 1KG</p> <p>Add to cart</p> |  <p>Paesenella Buffalo Mozzarella Cheese Cheese 110g</p> <p>\$8⁰⁰ \$72.73 / 1KG</p> <p>Add to cart</p> |  <p>Woolworths Mozzarella Ball 110g</p> <p>\$2⁵⁰ \$22.73 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$2.50</p> <p>1/2 Price</p>  <p>Woolworths Ash Goats Cheese 100g</p> <p>\$2⁰⁰ \$20.00 / 1KG</p> <p>Was \$4.50</p> <p>Add to cart</p> |  <p>Castello Extra Creamy Mild Blue Cheese 100g</p> <p>\$5⁵⁰ \$55.00 / 1KG</p> <p>Add to cart</p> | <p>SAVE \$0.50</p> <p>Special</p>  <p>Woolworths Cheese Danish Creamy Blue 100g</p> <p>\$3⁰⁰ \$30.00 / 1KG</p> <p>Was \$3.50</p> <p>Add to cart</p> |
|  <p>Meredith Goat Cheese Curb Tub 100g</p> <p>\$5⁰⁰ \$50.00 / 1KG</p> <p>Add to cart</p> |  <p>Bergader Bavarian Blue Cheese 100g</p> <p>\$3³⁵ \$33.50 / 1KG</p> <p>Add to cart</p> | | | | | | |

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SCHEDULE 3

Woolworths search results for “Meredith Dairy”

The following screenshot was taken from <https://www.woolworths.com.au/shop/search/products?searchTerm=Meredith%20dairy> on 8 April 2019

This site can also be reached by the following path:


<https://www.woolworths.com.au>

>> Select “Shop Online”

>> Enter search term “Meredith Dairy”

Original screenshot, including metadata, provided on request. Note: search results may differ by location.

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Woolworths  My Lists Catalogue Recipes Discover × Q 👤 🛒 Your \$0

Specials Easter Fruit & Veg Meat, Seafood & Deli Bakery Dairy, Eggs & Fridge Pantry Freezer Drinks Liquor Front of Store Pet Baby Health & Beauty Household










Search: Meredith Dairy

Showing Results For "Meredith Dairy"

Filter your search ▼

9 Products

Sort by: Relevance ▼

| | | | | | |
|--|--|---|--|---|---|
|  <p>Meredith Goat Cheese In Olive Oil 320g</p> <p>\$12⁹⁹ \$40.59 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Dairy Marinated Goats Cheese Jar 550g</p> <p>\$20⁰⁰ \$36.36 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Dairy Goat Cheese Chives And Garlic 80g</p> <p>\$6⁰⁰ \$75.00 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Dairy Goat Cheese Dill 80g</p> <p>\$6⁰⁰ \$75.00 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Plain Goats Cheese 150g</p> <p>\$9⁰⁰ \$60.00 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Goat Cheese Curb Tub 100g</p> <p>\$5⁰⁰ \$50.00 / 1KG</p> <p>Add to cart</p> |
|  <p>Meredith Dairy Goats Chevre Plain 80g</p> <p>\$6⁰⁰ \$75.00 / 1KG</p> <p>Add to cart</p> |  <p>Meredith Green Lid Yoghurt 500g</p> <p>\$7⁵⁰ \$1.50 / 100G</p> <p>Add to cart</p> | <p>SAVE TIME WITH BUNDLES</p>  <p>Meredith Dairy Entertaining Bundle</p> <p>\$30⁰⁰</p> <p>Add to cart</p> | | | |

SCHEDULE 4

Speciality cheese: Coles selection

The following screenshots were taken from <https://shop.coles.com.au/a/a-vic-metro-oakleigh/everything/browse/entertaining-at-home/cheese-board-selections/cheeses-for-entertaining?pageNumber=1> on 8 April 2019

This site can also be reached by the following path:

www.coles.com.au

>> Select “Shop Online”

>> Select “Entertaining at Home”































>> Select “Cheese Board Selections”

>> Select “Cheeses for Entertaining”

























Note: the results are clearly incomplete as they relate to close competitors. For example, several Meredith Dairy cheese products themselves are not returned – see Schedule 5.

Original screenshots, including metadata, provided on request. Note: search results may differ by location.

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|--|---|--|--|--|---|
| <p>EVERY DAY</p>  <p>Coles Danish Style Fetta</p> <p>\$3.00 200g \$15.00 per 1Kg</p> <p>Add 1 for \$3.00</p> | <p>EVERY DAY</p>  <p>Coles Australian Style Fetta</p> <p>\$3.00 200g \$15.00 per 1Kg</p> <p>Add 1 for \$3.00</p> | <p>EVERY DAY</p>  <p>Coles Cherry Bocconcini</p> <p>\$4.00 220g \$18.18 per 1Kg</p> <p>Add 1 for \$4.00</p> | <p>SPECIAL</p>  <p>Tasmanian Heritage Triple Cream Brie Oval</p> <p>\$3.50 save \$1.50 125g \$28.00 per 1Kg</p> <p>Add 1 for \$3.50</p> | <p>EVERY DAY</p>  <p>Coles Wrapped Brie</p> <p>\$3.00 125g \$24.00 per 1Kg</p> <p>Add 1 for \$3.00</p> |  <p>Mersey Valley Classic Cheddar Cheese</p> <p>\$7.45 235g \$31.70 per 1Kg</p> <p>Add 1 for \$7.45</p> |
|  <p>Lemnos Traditional Fetta Cheese Twin Pack</p> <p>\$6.20 200g \$3.10 per 100G</p> <p>Add 1 for \$6.20</p> |  <p>Castello Blue Cheese</p> <p>\$6.00 150g \$40.00 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>EVERY DAY</p>  <p>Coles Marinated Danish Fetta</p> <p>\$5.30 300g \$17.67 per 1Kg</p> <p>Add 1 for \$5.30</p> | <p>EVERY DAY</p>  <p>La Casa Del Formaggio Bambini Bocconcini</p> <p>\$5.00 220g \$22.73 per 1Kg</p> <p>Add 1 for \$5.00</p> | <p>EVERY DAY</p>  <p>Coles Wrapped Camembert</p> <p>\$3.00 125g \$24.00 per 1Kg</p> <p>Add 1 for \$3.00</p> | <p>SPECIAL</p>  <p>Tasmanian Heritage Brie</p> <p>\$3.50 save \$1.50 125g \$28.00 per 1Kg</p> <p>Add 1 for \$3.50</p> |
|  <p>Mersey Valley Cheese Cheddar Original</p> <p>\$7.45 235g \$31.70 per 1Kg</p> <p>Add 1 for \$7.45</p> | <p>DOWN DOWN</p>  <p>Coles Apricot & Almond Cream Cheese</p> <p>\$2.85 180g \$15.00 per 1Kg</p> <p>Add 1 for \$2.85</p> |  <p>Maggie Beer Quince Paste</p> <p>\$6.00 100g \$60.00 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>EVERY DAY</p>  <p>Coles Traditional Bocconcini</p> <p>\$4.00 210g \$19.05 per 1Kg</p> <p>Add 1 for \$4.00</p> | <p>EVERY DAY</p>  <p>South Cape Tasmanian Fetta</p> <p>\$5.00 200g \$25.00 per 1Kg</p> <p>Add 1 for \$5.00</p> | <p>SPECIAL</p>  <p>Tasmanian Heritage Camembert</p> <p>\$3.50 save \$1.50 125g \$28.00 per 1Kg</p> <p>Add 1 for \$3.50</p> |
|  <p>Castello Fetta Cubes In Brine</p> <p>\$5.00 430g \$11.63 per 1Kg</p> <p>Add 1 for \$5.00</p> | <p>EVERY DAY</p>  <p>Coles Triple Cream Brie Cheese</p> <p>\$5.00 200g \$2.50 per 100G</p> <p>Add 1 for \$5.00</p> | <p>DOWN DOWN</p>  <p>Dodoni Greek Fetta</p> <p>\$12.00 400g \$30.00 per 1Kg</p> <p>Add 1 for \$12.00</p> | <p>EVERY DAY</p>  <p>Jartsberg Original Cheese Wedge</p> <p>\$6.50 250g \$26.00 per 1Kg</p> <p>Add 1 for \$6.50</p> | <p>DOWN DOWN</p>  <p>Dodoni Feta Cheese</p> <p>\$6.00 200g \$30.00 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>SPECIAL</p>  <p>Jindi Triple Cream Brie</p> <p>\$6.00 180g \$33.34 per 1Kg</p> <p>Add 1 for \$6.00</p> |
| <p>SPECIAL</p>  |  |  | <p>EVERY DAY</p>  | <p>EVERY DAY</p>  |  |

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





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| <p>SPECIAL</p>  <p>Moondarra Cheese Honey Pistachio</p> <p>\$2.40 <small>save \$0.60</small> 120g \$20.00 per 1Kg</p> <p>Add 1 for \$2.40</p> |  <p>Yarra Valley Persian Fetta Cheese</p> <p>\$10.00 350g \$28.57 per 1Kg</p> <p>Add 1 for \$10.00</p> |  <p>Castello Double Cream Brie</p> <p>\$6.00 150g \$40.00 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>EVERY DAY</p>  <p>Coles Vintage British Cheddar</p> <p>\$4.50 200g \$22.50 per 1Kg</p> <p>Add 1 for \$4.50</p> | <p>EVERY DAY</p>  <p>La Casa Del Formaggio Cherry Bocconcini</p> <p>\$5.00 220g \$22.73 per 1Kg</p> <p>Add 1 for \$5.00</p> |  <p>Meredith Dairy Goat Cheese Fresh Chevre</p> <p>\$5.50 80g \$68.75 per 1Kg</p> <p>Add 1 for \$5.50</p> |
|  <p>South Cape Gouda Cheese Wedge</p> <p>\$6.30 200g \$31.50 per 1Kg</p> <p>Add 1 for \$6.30</p> | <p>EVERY DAY</p>  <p>Coles Danish Blue Cheese</p> <p>\$3.80 100g \$38.00 per 1Kg</p> <p>Add 1 for \$3.80</p> |  <p>President Camembert</p> <p>\$10.00 200g \$50.00 per 1Kg</p> <p>Add 1 for \$10.00</p> | <p>EVERY DAY</p>  <p>South Cape Greek Fetta</p> <p>\$5.00 200g \$25.00 per 1Kg</p> <p>Add 1 for \$5.00</p> |  <p>Australian Gold Camembert</p> <p>\$4.20 115g \$36.52 per 1Kg</p> <p>Add 1 for \$4.20</p> | <p>SPECIAL</p>  <p>Jindi Camembert</p> <p>\$6.00 200g \$30.00 per 1Kg</p> <p>Add 1 for \$6.00</p> |
|  <p>Lemnos Full Cream Fetta Cheese</p> <p>\$4.75 180g \$2.64 per 100g</p> <p>Add 1 for \$4.75</p> |  <p>Mersey Valley Vintage Club Pickled Onion Cheddar Cheese</p> <p>\$7.45 235g \$31.70 per 1Kg</p> <p>Add 1 for \$7.45</p> | <p>EVERY DAY</p>  <p>South Cape Tasmanian Danish Fetta Reduced Fat</p> <p>\$5.00 200g \$25.00 per 1Kg</p> <p>Add 1 for \$5.00</p> |  <p>Australian Gold Brie</p> <p>\$4.20 115g \$36.52 per 1Kg</p> <p>Add 1 for \$4.20</p> |  <p>Mersey Valley Green Peppercorn Medley Cheddar Cheese</p> <p>\$7.45 235g \$31.70 per 1Kg</p> <p>Add 1 for \$7.45</p> |  <p>Mersey Valley Ploughmans Cheddar Cheese</p> <p>\$7.45 235g \$31.70 per 1Kg</p> <p>Add 1 for \$7.45</p> |
| <p>SPECIAL</p>  <p>Moondarra Cranberry & Macadamia Cheese</p> <p>\$2.40 <small>save \$0.30</small> 120g \$20.00 per 1Kg</p> <p>Add 1 for \$2.40</p> |  <p>South Cape Havarti Wedge</p> <p>\$6.30 200g \$31.50 per 1Kg</p> <p>Add 1 for \$6.30</p> |  <p>Castello Creamy Blue</p> <p>\$11.50 300g \$38.33 per 1Kg</p> <p>Add 1 for \$11.50</p> | <p>DOWN DOWN</p>  <p>Coles Sweet Chilli Cheese</p> <p>\$2.85 190g \$15.00 per 1Kg</p> <p>Add 1 for \$2.85</p> |  <p>Mersey Valley Classic Cheddar Cheese</p> <p>\$6.00 180g \$33.34 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>DOWN DOWN</p>  <p>Coles Spring Onion & Chive Cream Cheese</p> <p>\$2.85 190g \$15.00 per 1Kg</p> <p>Add 1 for \$2.85</p> |

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|---|--|--|--|---|--|
| <p>EVERY DAY</p>  <p>Coles All Butter Enmental Cheese Palmiers</p> <p>\$3.00 100g \$3.00 per 100G</p> <p>Add 1 for \$3.00</p> | <p>EVERY DAY</p>  <p>Meredith Dairy Goats Cheese</p> <p>\$5.50 100g \$55.00 per 1Kg</p> <p>Add 1 for \$5.50</p> | <p>SPECIAL</p>  <p>Ashgrove Natural Wood Cold Smoked Havarti Cheese</p> <p>\$3.50 save \$1.50 140g \$25.00 per 1Kg</p> <p>Add 1 for \$3.50</p> |  <p>Chrystal Fresh Cheeseboard Selection</p> <p>\$10.00 275g \$36.36 per 1Kg</p> <p>Add 1 for \$10.00</p> |  <p>Igor Gorgonzola Dolce</p> <p>\$6.69 195g \$34.31 per 1Kg</p> <p>Add 1 for \$6.69</p> |  <p>King Island Stokes Point Smoked Cheddar Cheese</p> <p>\$9.15 170g \$53.82 per 1Kg</p> <p>Add 1 for \$9.15</p> |
|  <p>President Double Brie</p> <p>\$10.00 200g \$50.00 per 1Kg</p> <p>Add 1 for \$10.00</p> | <p>EVERY DAY</p>  <p>South Cape Greek Fetta Reduced Fat</p> <p>\$5.00 200g \$25.00 per 1Kg</p> <p>Add 1 for \$5.00</p> | <p>EVERY DAY</p>  <p>South Cape Cheese Camembert</p> <p>\$6.00 200g \$30.00 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>EVERY DAY</p>  <p>Coles British Blue Stilton</p> <p>\$5.00 150g \$33.34 per 1Kg</p> <p>Add 1 for \$5.00</p> | <p>EVERY DAY</p>  <p>Coles Vintage Red Leicester</p> <p>\$4.50 200g \$22.50 per 1Kg</p> <p>Add 1 for \$4.50</p> |  <p>Cracker Barrel Chilli Cheese</p> <p>\$4.95 130g \$38.08 per 1Kg</p> <p>Add 1 for \$4.95</p> |
|  <p>Lemnos Smooth Fetta Twin Pack</p> <p>\$6.82 200g \$34.10 per 1Kg</p> <p>Add 1 for \$6.82</p> |  <p>Mersey Valley Spreadable Cheese Vintage</p> <p>\$4.00 150g \$26.67 per 1Kg</p> <p>Add 1 for \$4.00</p> |  <p>Mersey Valley Original Vintage Club Cheddar</p> <p>\$6.00 180g \$33.34 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>EVERY DAY</p>  <p>South Cape Brie</p> <p>\$6.00 200g \$30.00 per 1Kg</p> <p>Add 1 for \$6.00</p> |  <p>South Cape Cheese Selection Platter</p> <p>\$15.75 435g \$36.21 per 1Kg</p> <p>Add 1 for \$15.75</p> |  <p>South Cape Crumbled Fetta</p> <p>\$7.00 200g \$35.00 per 1Kg</p> <p>Add 1 for \$7.00</p> |
|  <p>Tasmanian Heritage Brie</p> <p>\$11.25 250g \$45.00 per 1Kg</p> <p>Add 1 for \$11.25</p> | <p>EVERY DAY</p>  <p>Coles Ash Brie</p> <p>\$5.00 200g \$25.00 per 1Kg</p> <p>Add 1 for \$5.00</p> | <p>DOWN DOWN</p>  <p>Dodoni Goat's Feta Cheese</p> <p>\$6.00 200g \$30.00 per 1Kg</p> <p>Add 1 for \$6.00</p> |  <p>Maimland Blue Vein Cheese Portions</p> <p>\$3.99 100g \$39.90 per 1Kg</p> <p>Add 1 for \$3.99</p> | <p>EVERY DAY</p>  <p>Meredith Dairy Goats Cheese</p> <p>\$22.00 550g \$40.00 per 1Kg</p> <p>Add 1 for \$22.00</p> |  <p>Mersey Valley Little Entertainers Classic</p> <p>\$3.50 80g \$43.75 per 1Kg</p> <p>Add 1 for \$3.50</p> |
| <p>SPECIAL</p>  |  |  |  |  |  |

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|---|--|--|---|---|---|
| <p>SPECIAL</p>  <p>Moondarra Cheese Tomato & Basil</p> <p>\$2.40 <small>save \$0.60</small> 120g \$20.00 per 1Kg</p> <p>Add 1 for \$2.40</p> |  <p>President Le Blue Creamy</p> <p>\$5.99 125g \$49.92 per 1Kg</p> <p>Add 1 for \$5.99</p> |  <p>South Cape Apricot & Almond Cream Cheese</p> <p>\$4.30 200g \$21.50 per 1Kg</p> <p>Add 1 for \$4.30</p> |  <p>South Cape Spring Onion & Chive Cream Cheese</p> <p>\$4.30 200g \$21.50 per 1Kg</p> <p>Add 1 for \$4.30</p> |  <p>Tasmanian Heritage Camembert</p> <p>\$11.25 250g \$45.00 per 1Kg</p> <p>Add 1 for \$11.25</p> |  <p>Tasmanian Heritage Little Entertainers Classic Blue</p> <p>\$3.50 80g \$43.75 per 1Kg</p> <p>Add 1 for \$3.50</p> |
|  <p>Castello Double Cream Brie Chilli</p> <p>\$6.00 150g \$40.00 per 1Kg</p> <p>Add 1 for \$6.00</p> | <p>EVERY DAY</p>  <p>Coles Washed Rind</p> <p>\$4.50 125g \$36.00 per 1Kg</p> <p>Add 1 for \$4.50</p> | <p>EVERY DAY</p>  <p>Coles Spanish Manchego</p> <p>\$5.00 150g \$33.34 per 1Kg</p> <p>Add 1 for \$5.00</p> |  <p>Coles White Stilton With Mango & Ginger</p> <p>\$6.00 200g \$30.00 per 1Kg</p> <p>Add 1 for \$6.00</p> |  <p>Cracker Barrel Lightly Smoked Cheese</p> <p>\$4.95 130g \$38.08 per 1Kg</p> <p>Add 1 for \$4.95</p> |  <p>Cracker Barrel Cracked Pepper Cheese</p> <p>\$4.95 130g \$38.08 per 1Kg</p> <p>Add 1 for \$4.95</p> |
|  <p>Kroon Dutch Maasdam Block</p> <p>\$5.50 200g \$27.50 per 1Kg</p> <p>Add 1 for \$5.50</p> |  <p>Montefiore Fresh Mozzarella Pear</p> <p>\$8.00 400g \$20.00 per 1Kg</p> <p>Add 1 for \$8.00</p> |  <p>South Cape Edam Cheese Wedge</p> <p>\$6.30 200g \$31.50 per 1Kg</p> <p>Add 1 for \$6.30</p> |  <p>South Cape Marinated Fetta</p> <p>\$10.00 350g \$28.57 per 1Kg</p> <p>Add 1 for \$10.00</p> | <p>SPECIAL</p>  <p>Ashgrove Smooth & Creamy Infused with Jalapeno Havarti Cheese</p> <p>\$3.50 <small>save \$1.50</small> 140g \$25.00 per 1Kg</p> <p>Add 1 for \$3.50</p> |  <p>Castello Havarti Creamy</p> <p>\$6.00 200g \$30.00 per 1Kg</p> <p>Add 1 for \$6.00</p> |
|  <p>Castello Double Cream Truffle</p> <p>\$7.50 150g \$50.00 per 1Kg</p> <p>Add 1 for \$7.50</p> |  <p>Lemnos Bulk Fetta Cheese</p> <p>\$15.40 600g \$25.67 per 1Kg</p> <p>Add 1 for \$15.40</p> |  <p>South Cape Vintage Cheddar</p> <p>\$6.00 140g \$42.86 per 1Kg</p> <p>Add 1 for \$6.00</p> |  <p>South Cape Cracked Pepper Cream Cheese</p> <p>\$4.73 200g \$23.65 per 1Kg</p> <p>Add 1 for \$4.73</p> |  <p>South Cape Summer Herbs Cheese Trilogy</p> <p>\$6.00 140g \$42.86 per 1Kg</p> <p>Temporarily unavailable</p> <p>View alternatives</p> |  <p>South Cape Roast Onion Chive & Vintage Cheddar Trilogy</p> <p>\$6.00 140g \$42.86 per 1Kg</p> <p>Temporarily unavailable</p> <p>View alternatives</p> |

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The screenshot shows the Coles website interface. At the top, the Coles logo is on the left, and a search bar is on the right with the placeholder text "Search for a product e.g. milk" and a "Search" button. Below the search bar, there is a navigation bar with "Everything 19,266", "Bought Before 0", and "Specials 3,646". The main content area is titled "Cheeses for Entertaining" and features a product card for "Tasmanian Heritage Little Entertainers Double Brie". The product card includes an image of the cheese, the product name, the price "\$3.50", and the unit price "\$43.75 per 1Kg". At the bottom of the product card, there is an "Add 1 for \$3.50" button. In the bottom right corner of the page, there are page navigation buttons for "1", "2", and "3".

SCHEDULE 5

Coles search results for “Meredith Dairy”

The following screenshot was taken from <https://shop.coles.com.au/a/a-vic-metro-oakleigh/everything/search/meredith%20dairy?pageNumber=1> on 8 April 2019

This site can also be reached by the following path:

www.coles.com.au

>> Enter search term “Meredith Dairy”

Note: the first 3 results to be returned are sponsored, and do not relate to Meredith Dairy.

Original screenshot, including metadata, provided on request. Note: search results may differ by location.

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coles meredith dairy Clear Search

Search for a list of items

Everything 8 Bought Before 0 Specials 0 ...












Results for 'meredith dairy' Show filters Sorted by: closest match [change](#)

[Clear search](#)

Entertaining at Home 3

Meat, Seafood & Deli 5

Dairy, Eggs & Meals 3

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|--|--|---|--|---|--|
|  <p>Nestle Sweetened Condensed Milk 395g \$0.81 per 100G</p> <p>\$3.20</p> <p>Add 1 for \$3.20</p> |  <p>Nestle Sweetened Condensed Milk Skim 400g \$0.80 per 100G</p> <p>\$3.20</p> <p>Add 1 for \$3.20</p> |  <p>Nestle Sweetened Condensed Milk Tube 200g \$1.80 per 100G</p> <p>\$3.60</p> <p>Add 1 for \$3.60</p> |  <p>Meredith Dairy Goats Cheese 100g \$55.00 per 1Kg</p> <p>\$5.50</p> <p>Add 1 for \$5.50</p> |  <p>Meredith Dairy Goat Cheese Fresh Chevre 80g \$68.75 per 1Kg</p> <p>\$5.50</p> <p>Add 1 for \$5.50</p> |  <p>Meredith Dairy Goats Cheese 550g \$40.00 per 1Kg</p> <p>\$22.00</p> <p>Add 1 for \$22.00</p> |
|  <p>Meredith Dairy Marinated Goats Cheese approx. 925g \$40.00 per 1Kg</p> <p>\$37.00 <small>Price is an estimate</small></p> <p>Add 925g for \$37.00</p> |  <p>Meredith Dairy Marinated Goat Cheese 320g \$3.75 per 100G</p> <p>\$12.00</p> <p>Add 1 for \$12.00</p> |  <p>Coles Deli Meredith Dairy Ash Chevre 150g \$60.00 per 1Kg</p> <p>\$9.00</p> <p>Add 1 for \$9.00</p> |  <p>Coles Deli Meredith Dairy Dill Chevre 150g \$60.00 per 1Kg</p> <p>\$9.00</p> <p>Add 1 for \$9.00</p> |  <p>Coles Deli Meredith Dairy Plain Chevre 150g \$60.00 per 1Kg</p> <p>\$9.00</p> <p>Add 1 for \$9.00</p> | |

SCHEDULE 6

Confidential

Confidential

SCHEDULE 7

Contact details of relevant market participants

Confidential