



TOBACCO PROMOTIONAL GROUPS - Classifications

Tobacco Group 1 (75):

Essential for SUPAs - Fits with Consumer Expectations of SUPAs having a competitive offer across all categories

Essential for IGA's that have more than one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 1 Stores receive High Frequency of Promotions on Key product ranges such as Winfield / Peter Jackson / JPS with High Case Deals from all Tobacco Suppliers

Retailer Obligations

- Hosted promotional price points are to be reflected in store for duration of promotion (Case deals are based on an 9% margin for packets) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week

Tobacco Group 2 (76):

Essential for IGA's that have one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 2 Stores receive Regular Promotions on Key product ranges such as Winfield / Peter Jackson / JPS with Competitive Case Deals for their market

Retailer Obligations

- Hosted promotional price points are to be reflected in store for duration of promotion (Case deals are based on an 11% margin for packets) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week

Tobacco Group 3 (77):

Essential for SUPAs - Fits with Consumer Expectations of SUPAs having a competitive offer across all categories

Essential for IGA's that have more than one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 3 Stores receive High Frequency of Promotions with the Highest Case Deals on PML key product ranges, whilst continuing to receive Group 1 (75) deals from the other suppliers

Retailer Obligations

- Hosted promotional price points are to be reflected in store for the duration of promotion (Case deals are based on 8.5% margin from PML and 9% from others) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week

Tobacco Group 1A (74):

Essential for SUPAs - Fits with Consumer Expectations of SUPAs having a competitive offer across all categories

Essential for IGA's that have more than one of the following competitors in their region:

- Grocery Chains (Standard Sell 7% - 8% Gross Profit on PKTs / Standard Sell 5% Gross Profit on CTNS)
- Tobacconists (Standard Sell 4% - 7% Gross Profit on PKTs & CTNs)

Group 1A Stores receive High Frequency of Promotions with the Highest Case Deals on BATA key product ranges, whilst continuing to receive Group 1 (75) deals from the other suppliers

Retailer Obligations

- Hosted promotional price points are to be reflected in store for duration of promotion (Case deals are based on an 9% margin for packets) excluding initial Buy-Week
- Promotional price points are to be ticketed at commencement & for duration of promotional activity (in accordance with state tobacco legislation) excluding initial Buy-Week