

**Peter Herring**

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**From:** Greg Hawkins  
**Sent:** Wednesday, 4 April 2012 9:57 AM  
**To:** Peter Herring; Richard Longhurst; Neil Spencer  
**Subject:** RE: Food Program

I am ok.

Greg Hawkins

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**From:** Peter Herring  
**Sent:** Wednesday, April 04, 2012 9:51 AM  
**To:** Richard Longhurst; Greg Hawkins; Neil Spencer  
**Subject:** Food Program

Gentlemen,

Below is the revised version of the food program as discussed Friday, key changes:

- Brings full impact forward to October instead of January
- Changes full year approx impact to \$2.4M instead of \$1.95M

Let me know your thoughts and go forward position.

Regards

Pete

**Food Program Initiative  
Financial Impact - Roll Out Schedule**

**Base Data**

*GM F&D Redemptions inclusive GST  
July 11 - Jan 12*

	<i>Average Monthly</i>	
\$5 Senior	\$38,188	
\$7.50	\$341,720	
Grande \$17.50	\$316,283	
DD Black	\$71,902	
DD Platinum	\$110,800	
	\$878,893	
<i>Full Year Annualised</i>	<b>\$10,546,716</b>	<b>\$9,587,923.64</b>

**F13 Rollout**

**GST Excl**

July	\$38,188 Senior \$5	-	34,716
August	\$379,908 Senior \$5 & \$7.50	-	345,371
September	\$696,191 Senior \$5 & \$7.50 & \$17.50 Grande	-	632,901
October	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
November	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
December	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
January	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
February	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
March	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
April	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
May	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
June	\$878,893 Senior \$5 & \$7.50 & \$17.50 Grande & DD	-	798,994
		-	<b>8,203,930.91</b>
<i>Total</i>	<b>\$9,024,324</b>		
<i>less GST</i>	<b>-\$820,393.09</b>		
<i>Final Total</i>	<b>\$8,203,930.91</b>		
<i>F13 Profit Impact (Tax 29.13)</i>	<b>\$2,389,805.07</b>		

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