

# 2026 Major Retailer Range Reviews

A PRACTICAL, ONE-DAY PROGRAM TO HELP SUPPLIERS PROTECT VALUE AND NEGOTIATE EFFECTIVELY IN 2026.

## EDUCATION & TRAINING

### WHY THIS MATTERS

Woolworths and Coles are progressing significant range reductions through the Customer Offer Reset (COR) and Supplier Partnership programs. These initiatives are reshaping supplier negotiations, with clear retailer ambitions to:

- » Reduce range complexity
- » Lower shelf prices
- » Simplify promotions, with a shift toward EDLP
- » Reset total commercial packages for 2026

For suppliers, this means negotiating the full commercial relationship at once, and at a scale and intensity not previously seen.

### WHAT THIS PROGRAM DELIVERS

This one-day, in-depth workshop equips suppliers with the insight, tools and confidence to engage effectively with major retailers during 2026 range and commercial negotiations.

Built from extensive hands-on work with suppliers — most recently those participating in the Woolworths COR pilot — the program distils retailer “playbooks” into clear, actionable guidance.

You will leave with:

- » A clear understanding of retailer strategies and negotiation levers
- » Practical ways to structure and defend your commercial positions
- » Confidence in when and how to use the Grocery Code
- » A tailored negotiation playbook aligned to your business priorities

When delivered in-house, the workshop uses your real data to generate insights and actions you can take directly into planning and execution.

### PROGRAM HIGHLIGHTS

- » 2026 retailer priorities and what they mean for suppliers
- » Expected market and commercial impacts
- » How retailers are approaching negotiations and why
- » Key Grocery Code provisions and how they apply in practice
- » Building your negotiation strategy, positions and trade-offs
- » Managing negotiations for best commercial outcomes
- » Escalation pathways: when, how and why to escalate

### POST-PROGRAM SUPPORT

Participants receive one-on-one feedback from the NextGen team on their post-workshop retailer engagement plan, ensuring learning translates into action.

### INVESTMENT

\$12,000 (plus GST), which includes workshop delivery and post-program 1:1 support.

### LEARN MORE AND REGISTER

To learn more about this training program or to book in, please email [nextgen@afgc.org.au](mailto:nextgen@afgc.org.au).