

2026 Cost Price Increase

A 'HANDS ON' ONE-DAY PROGRAM TO HELP SUPPLIERS GENERATE AN EFFECTIVE INPUT COST RECOVERY PROGRAM WITH RETAILERS IN 2026

EDUCATION & TRAINING

WHY THIS MATTERS

The impact of the Middle East war has had immediate and significant impacts on commodities, fuel, shipping, domestic transport, raw materials and packaging. It is recognised that there are significant short, medium and longer-term impacts that will be challenging to deal with long after hostilities cease. Suppliers not already attempting to mitigate the various impacts, including cost pressures, are likely to be confronted by that reality in the short-term.

The retailers are facing into their own challenges and are focused on offering shoppers value amidst economy-wide cost of living pressures within the shopper base. Consumer and shopper behaviour is changing. Retailers are seeking to implement simplified ranges and reset commercial packages with suppliers. It has become more challenging to recover input costs in 2026 than in previous years!

WHAT THIS PROGRAM DELIVERS

The one-day, deep dive workshop provides suppliers with both the tools, insights and confidence to negotiate a cost recovery with their retail partners.

The NextGen team has helped suppliers implement over 400 Cost Price Increases (CPIs) in the past 5 years. This has provided learnings on how to effectively setup and deliver a successful CPI.

You will leave with:

- ✓ A clear understanding of current (2026) CPI strategies and negotiation levers
- ✓ The skill and confidence to create a compelling CPI position to communicate to retailers.
- ✓ A tailored negotiation playbook aligned to your CPI priorities
- ✓ Framework for a 'total company' comms strategy and who does what when and how
- ✓ Confidence in when and how to leverage the Grocery Code

When delivered in-house, the workshop focuses on your brands and categories with your data, helping to turn learning directly into action and execution.

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PROGRAM HIGHLIGHTS

The program has 6 key elements:

1. Retailer CPI Strategies

Understand how retailers are approaching CPI submissions from suppliers and anticipate their tactics (in 2026).

2. Setting Up Your CPI

Define the optimum recovery position considering consumer, shopper, competitor, category, commodities and your bottom line.

3. Communicating to Trade

Learn how to best structure and present your CPI position for maximum impact.

4. Managing the Dialogue

Build the strength of your CPI argument through effective communication between supplier and retailer.

5. Leveraging the Grocery Code

Use the Grocery Code of Conduct as a strategic tool in your toolkit when negotiations get tough.

6. Negotiating the End Game

Get the CPI over the line without sacrificing a portion of your input cost recovery.

POST-PROGRAM SUPPORT

The NextGen team will provide the participants with post-program support.

The team will pressure test your CPI argument and positioning before you go to the trade, ensuring you are 'match-fit'.

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.