

Title : liveactive cream cheese

VOICE Accounting Timeframe: Jan 2010 To Feb 2012

Product(s): 93650670 : PHILADELPHIA 160 GR CF

Reason(s): (I) AVAILABILITY

Consumer Geography: Australia & New Zealand

Plant(s) :All

Reason Attribute: All

Product Attribute: All

Source: All

Status: All

Total Contact Count: 24

Reason Category: (I) AVAILABILITY

Contact Count: 24

Reason Sub Category: (I) PRODUCT, WHERE TO FIND

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
10/19/2010	0005023690	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		South Australia	Australia		Internet	

Verbatim

WHERE CAN I BUY THE NEW LIVE ACTIVE CHEESE NEAR MCLAREN VALE IN SOUTH AUSTRALIA PLEASE? TRIED W/WTHS AT SEAFORD. NO LUCK. THANKS JS

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
11/17/2010	0005127540	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Phone	

Verbatim

WHAT IS THE LIVE ACTIVE RANGE? I SAW AN ADVERTISEMENT FOR THIS ON TELEVISION, BUT COULD NOT FIND IT AT MY LOCAL IGA. WHAT TYPE OF PRODUCTS DOES THIS RANGE COME IN?

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
12/9/2010	0005180410	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Phone	

Verbatim

I AM CALLING IN REGARDS TO THE LIVE ACTIVE CREAM CHEESE SPREAD, I WOULD LIKE TO KNOW WHERE I CAN PURCHASE THIS AS I COULD NOT FIND THIS AT OUR LOCAL SUPERMARKET.

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Consumer Geography: Australia & New Zealand

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Reason Attribute: All

Product Attribute: All

Source: All

Status: All

Total Contact Count: 24

Suttontown	01/01/1900	01/01/1900		1		Victoria	Australia		Phone	
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Verbatim

I WANT TO KNOW WHERE I CAN GET THE KRAFT LIVE ACTIVE CREAM CHEESE NOT THE SLICE CHEESE IN THE BUNDOORA AREA. I SEE IT ADVERTISED EVERYWHERE BUT I CAN'T GET IT IN MY AREA.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
2/18/2011	0005368970	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Phone	

Verbatim

I HAVE THE SLICES OF THE LIVEACTIVE, AND I CAN NOT THE CREAM CHEESE ANYWHERE.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
2/21/2011	0005376050	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		Queensland	Australia		Phone	

Verbatim

I AM AFTER A PRODUCT WHICH I HAVE NOT SEEN AT THE SUPERMARKETS, BUT I SEE THE ADVERTISEMENT ON T.V EVERYDAY. I CAN NOT FIND THE LIVEACTIVE CREAM CHEESE. I CAN SEE THE SLICES AND WHEN I ASK AT THE SUPERMARKET THEY JUST SAY 'OH, IT'S NOT THERE.'

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
2/23/2011	0005393520	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		Victoria	Australia		Email	

Verbatim

I SEEM TO HAVE A PROBLEM JOINING YOUR WEBSITE FOR RECIPES ETC. THE REAL REASON FOR EMAILING WE ENJOY THE LIVEACTIVE SLICE CHEESE AND THE SMALL CARTONS OF CREAM CHEESE WE ARE HAVING GREAT DIFFICULTY IN BUYING THE CREAM CHEESE CANNOT FIND IT IN COLES, WOOLWORTHS ETC. WHY WON'T THE SUPERMARKETS ORDER MORE? IS THERE ANY OTHER STORES THAT SELL IT?

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Plant(s) :All

Reason Attribute: All

Product Attribute: All

Source: All

Status: All

Total Contact Count: 24

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
3/2/2011	0005432800	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Internet	

Verbatim

HAVE BEEN TRYING TO BUY THE CREAM CHEESE AT OUR WOOLWORTHS AND COLES BUT ALL SURPLIES ARE OUT.WHERE CAN I BUY IT NOW.ICAN ONLY TOLERATE CREAM CHEESE IN MY DIET BUT COLESTEROL IS HIGH.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
3/3/2011	0005439680	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		Victoria	Australia		Phone	

Verbatim

THE LIVEACTIVE CHEESE, WHERE CAN I BUY THE CREAM CHEESE?

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
3/10/2011	0005473680	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		Victoria	Australia		After Hours Call	

Verbatim

I AM WANTING TO FIND OUT WHERE I CAN PURCHASE LIVE ACTIVE CREAM CHEESE SPREAD? I CAN'T FIND IT ANYWHERE.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
3/21/2011	0005528520	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

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Product(s): 93650670 : PHILADELPHIA 160 GR CF

Reason(s): (I) AVAILABILITY

Consumer Geography: Australia & New Zealand

Plant(s) :All

Reason Attribute: All

Product Attribute: All

Source: All

Status: All

Total Contact Count: 24

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		Not Defined	New Zealand		Internet	

Verbatim

HI, IS THE KRAFT LIVEACTIVE LIGHT CREAM CHEESE AVAILABLE IN NEW ZEALAND, I HAVEN'T BEEN ABLE TO FIND IT IN AUCKLAND SUPERMARKET AS YET.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
3/28/2011	0005566320	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Phone	

Verbatim

YOUR NEW PRODUCT - LIVEACTIVE, BUT I CAN'T FIND THE CREAM CHEESE SPREAD IN ANY OF MY STORES IN WOLLONGONG, NSW? I'M VISITING MY SISTER IN GEELONG, VICTORIA AND WE CAN'T FIND IT HERE EITHER.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
3/29/2011	0005572480	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND, INTERNATIONAL	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		Queensland	Australia		After Hours Call	

Verbatim

I AM GOING OVERSEAS AND WOULD LIKE TO KNOW IF THERE IS ANYWHERE IN LOS ANGELES THAT SELLS THE KRAFT LIVEACTIVE CREAM CHEESE. I HAVE REALLY REDUCED THE CHOLESTEROL AND I WANTED TO CONTINUE THE PROGRESS.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
4/11/2011	0005631910	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Internet	

Verbatim

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Product(s): 93650670 : PHILADELPHIA 160 GR CF

Reason(s): (I) AVAILABILITY

Consumer Geography: Australia & New Zealand

Plant(s) :All

Reason Attribute: All

Product Attribute: All

Source: All

Status: All

Total Contact Count: 24

I WOULD LIKE TO PURCHASE LIVEACTIVE CREAM CHEES AND CANNOT FIND IT IN THE LOCAL SUPERMARKETS. WOOLWORTHS AND COLES

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
4/27/2011	0005703220	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		After Hours Call	

Verbatim

I WOULD LIKE TO KNOW WHERE TO PURCHASE THE LIVEACTIVE CHEESE SPREAD FROM?

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
5/2/2011	0005724970	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Internet	

Verbatim

COULD YOU PLEASE LET ME KNOE WHO STOCKS YOUR LIVE ACTIVE CREAM CHEESE TUBS, AS I BOUGHT IT AT WOOLWORTHS BUT THE FOLLOWING WEEK IT WAS NOT THERE AND HAS NOT BEEN ON THE SHELVES SINCE

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
5/3/2011	0005733660	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Internet	

Verbatim

I AM LOOKING FOR KRAFT LIVE ACTIVE CREAM CHEESE IN THE SMALL TUBS. IS IT STILL AVAILABLE & IF SO THROUGH WHICH SUPERMARKETS?

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Product(s): 93650670 : PHILADELPHIA 160 GR CF

Reason(s): (I) AVAILABILITY

Consumer Geography: Australia & New Zealand

Plant(s) :All

Reason Attribute: All

Product Attribute: All

Source: All

Status: All

Total Contact Count: 24

5/5/2011	0005749330	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined
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Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Internet	

Verbatim

CAN YOU TELL ME OF A STORE, LOCAL TO ME IN THE RYDE AREA THAT STOCKS THE LIVEACTIVE CREAM CHEESE SPREAD? I MANAGED TO FIND IT ONCE AT A LOCAL WOOLWORTHS, AND THEY HAVE NEVER STOCKED IT AGAIN. WHILE THEY ALL HAVE THE CHEESE SLICES (WHICH SADLY, I DON'T LIKE) NONE SEEM TO CARRY THE CREAM CHEESE SPREAD.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
5/6/2011	0005760800	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		Victoria	Australia		Phone	

Verbatim

WHERE CAN I BUY THE LIVEACTIVE CREAM CHEESE?

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
7/4/2011	0006052370	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Phone	

Verbatim

I WOULD LIKE TO KNOW WHERE THE LIVEACTIVE CREAM CHEESE IS AVAILABLE? I CAN NOT FIND THIS AT OUR LOCAL COLES AND WOOLWORTHS.

Incident Date	Incident ID	Case Status	Product SubSector	Product Description	UPC/EAN Code	Primary Reason	Root Cause
7/14/2011	0006119670	CLOSED	CHEESE	PHILADELPHIA 160 GR CREAM CHEESE-SOFT LIVEACTIVE MINI BOWL/CUP/TUB EACH	93650670	(I) PRODUCT, WHERE TO FIND	Not Defined

Plant	Best Before Date	Production Date	Lot #	Quantity	City	State	Country	Store	Source	Media Threat
Suttontown	01/01/1900	01/01/1900		1		New South Wales	Australia		Phone	

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Consumer Geography: Australia & New Zealand

Plant(s) :All

Reason Attribute: All

Product Attribute: All

Source: All

Status: All

Total Contact Count: 24

Verbatim

I CAN'T FIND THE LIVEACTIVE CREAM CHEESE ANYWHERE AND I'VE TRYING BOTH COLES AND WOOLWORTHS STORES IN MY AREA. CAN YOU TELL ME WHO IS STOCKING IT?