



Australian Competition & Consumer Commission

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Our Ref: C2003/1433  
Contact Officer: Amanda Dadd  
Contact Number: (02) 6243 1391

7 November 2003

Ilona Teremi  
Solicitor – Liquorland  
62 Hume Highway  
CHULLORA NSW 2190

Dear Ms Teremi

**Notifications of exclusive dealing lodged by  
Liquorland (Australia) Pty Ltd (N91297) and Liquorland Qld Pty Ltd (N91298)**

I refer to the above third line forcing notifications lodged by Liquorland (Australia) Pty Ltd (Liquorland Australia) and Liquorland Qld Pty Ltd (Liquorland Qld) with the Australian Competition and Consumer Commission (the Commission) on 30 October 2003.

You have described the conduct in respect of each notification as follows.

*Notification N91297 lodged by Liquorland Australia*

This notification details an arrangement in which Liquorland Australia stores offer consumers a free 375ml bottle of Carlton Draught or Victoria Bitter when the consumer presents a specific coaster acquired from an FHM Magazine. Legal immunity provided by this notification will commence on 13 November 2003.

*Notification N91298 lodged by Liquorland Qld*

This notification details an arrangement in which Liquorland Qld stores offer consumers a free 375ml bottle of Carlton Draught or Victoria Bitter when the consumer presents a specific coaster acquired from an FHM Magazine. Legal immunity provided by this notification will commence on 13 November 2003.

On the basis of the information that you have provided, it is not intended that further action be taken in respect of the above notifications at this stage.



As with any notification, please note that the Commission may act to remove the immunity afforded by the above notifications at a later stage if it is satisfied that the likely benefit to the public from the conduct will not outweigh the likely detriment to the public from the conduct.

This letter has been placed on the Commission's public register.  
If you wish to discuss any aspect of this matter, please do not hesitate to contact Amanda Dadd on (02) 6243 1391.

Yours sincerely

A handwritten signature in black ink, appearing to read 'T Grimwade', with a stylized flourish at the end.

Tim Grimwade  
General Manager  
Adjudication Branch