



Australian Competition & Consumer Commission

PO Box 1199
Dickson ACT 2602
470 Northbourne Ave
Dickson ACT 2602
Australia

Our Ref: C2003/1541
Contact Officer: Amanda Dadd
Contact Number: (02) 6243 1391

Ph (02) 6243 1111
Fax (02) 6243 1199

8 December 2003

Ilona Teremi
Solicitor – Liquorland
62 Hume Highway
CHULLORA NSW 2190

Dear Ms Teremi

**Notifications of exclusive dealing lodged by Liquorland (Qld) Pty Ltd
N91308 N91309 N91310**

I refer to the above third line forcing notifications lodged by Liquorland (Qld) Pty Ltd (Liquorland Qld) with the Australian Competition and Consumer Commission (the Commission) on 24 November 2003.

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

Notification N91308 lodged by Liquorland Qld

This notification details an arrangement in which consumers purchasing a 4-pack of Guinness from a Liquorland store are offered a free 375ml bottle of Guinness Draught from any hotel within the Liquorland Hotel Group.

Notification N91309 lodged by Liquorland Qld

This notification details an arrangement in which consumers purchasing a carton of Victoria Bitter or Carlton Mid Strength 375ml bottles or cans from a Liquorland store are offered a free 285ml 'pot' of Victoria Bitter or Carlton Mid Strength beer from any hotel within the Liquorland Hotel Group.

Notification N91310 lodged by Liquorland Qld

This notification details an arrangement in which consumers purchasing a carton of XXXX Gold 375ml bottles or cans from a Liquorland store are offered a free 285ml 'pot' of Victoria Bitter or Carlton Mid Strength beer from any hotel within the Liquorland Hotel Group.



Legal immunity provided by these notifications commenced on 8 December 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



Tim Grimwade
General Manager
Adjudication Branch