



Australian Competition & Consumer Commission

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Our Ref: C2004/625
Contact Officer: Amanda Dadd
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21 May 2004

Ilona Teremi
Solicitor – Liquorland
62 Hume Highway
CHULLORA NSW 2190

Dear Ms Teremi

**Notifications of exclusive dealing lodged by
Liquorland (Australia) Pty Ltd N31294 and Liquorland (Qld) Pty Ltd N31295**

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 4 May 2004.

The above notifications detail an arrangement whereby subscribers of Donna Hay Magazine are offered one free bottle of Yalumba Coonawarra Merlot 2001 from Liquorland stores trading as Vintage Cellars on the condition they purchase six bottles of Yalumba Merlot 2003 from Vintage Cellars and join the Vintage Cellars Wine Club. Legal immunity provided by these notifications commenced on 18 May 2004.

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