



Australian Competition & Consumer Commission

Our Ref: C2004/418
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7 May 2004

Ms Michelle Davies
Solicitor – Coles Myer Liquor Group
Liquorland (Queensland) Pty Limited
62 Hume Highway
Chullora NSW 2190

Dear Ms Davies

**Re: Third line forcing notifications Nos. N91369 and N91370
lodged by Liquorland (Queensland) Pty Limited and Liquorland (Australia) Pty Limited**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the Commission) on 22 March 2004. The notifications have been placed on the Commission's public register.

Legal immunity provided by the notifications commenced on 5 April 2004.

The notifications detail a proposed arrangement whereby the notifying parties and Qantas Airways Limited (Qantas) seek to enter into an arrangement with each other under which they propose to offer to give a consumer a free \$10 gift voucher for use within the Liquorland chain of retail liquor stores when purchasing specified Lion Nathan Australia products (namely Hahn Premium and Hahn Premium Light beers) when using Qantas services (specifically, the voucher will be on the alternate side of Qantas boarding passes).

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

As with any notification, please note that the Commission may act to remove the immunity afforded by these 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 Tania Mayrhofer on (02) 6243 1070.

Yours sincerely

Tim Grimwade
General Manager
Adjudication Branch

