



Our Ref: N40924; N92146; C2005/1613
Contact Officer: Sheridan de Kruiff
Contact Number: (02) 6243 1236

**Australian
Competition &
Consumer
Commission**

24 October 2005

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Mr Ashley Johnson
Solicitor
Coles Myer Liquor Group
800 Toorak Road
Tooronga VIC 3146

Dear Mr Johnson,

**Re: Third line forcing notifications Nos N40924; N92146
lodged by Liquorland (Australia) Pty Limited and Liquorland (Qld) Pty Limited**

I refer to the above third line forcing notifications lodged with the Australian Competition and Consumer Commission (the ACCC) on 30 September 2005. The notifications have been placed on the Commission's public register.

Legal immunity provided by the notifications commenced on 14 October 2005.

The notifications detail an arrangement with Northern & Shell Pacific Ltd and Foster's Group Limited. Liquorland will give customers who, are over the age of 18 and supply a specified coupon contained in the October 2005 issue of Northern & Shell Pacific's OK! Magazine, a free 200mL bottle of Yellowglen Yellow sparkling wine.

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 ACCC 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 ACCC's public register. If you wish to discuss any aspect of this matter, please do not hesitate to contact Sheridan de Kruiff 02 6243 1236

Yours sincerely

Scott Gregson
General Manager
Adjudication Branch

