



**Australian
Competition &
Consumer
Commission**

Our Ref: N92324 – N92325
Contact Officer: Ilona Balint
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30 January 2006

Mr Ashley Johnson
Solicitor
Coles Myer Liquor Group
National Office
PO Box 2000
Glen Iris Vic 3146

Dear Mr Johnson

**Re: Third line forcing notification Nos. N92324 – N92325,
lodged by Liquorland (Australia) Pty Ltd and Liquorland (QLD) Pty Ltd**

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

Liquorland (Australia) Pty Ltd (LLA) and Liquorland (QLD) Pty Ltd (LLQ) have described the conduct as follows:

To enter into an arrangement with Pacific Magazines Pty ltd and Brown Brothers Milawa Vineyard Pty ltd pursuant to which LLA and LLQ will give a free 750ml bottle of Brown Brothers Moscato wine, to be supplied by Brown Brothers, to customers over 18 years of age who provide a specified coupon contained in the January 2006 and February 2006 issues of the Marie Claire magazine published by Pacific Magazines.

Legal immunity conferred by the notification will come into force on 3 February 2006.

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

As with any notification, please note that the ACCC may act to remove the immunity afforded by this notification 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 Ilona Balint on (02) 6243 1113

Yours sincerely

A handwritten signature in black ink, appearing to read 'Scott Gregson', with a large, sweeping flourish extending to the right.

Scott Gregson
General Manager
Adjudication Branch