



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: N93606  
Contact Officer: Susan Philp  
Contact Number: 02 6243 1347

22 October 2008

Mr Derek Sutherland  
Partner  
Dibbs Abbott Stillman  
Level 14, 120 Edward Street  
Brisbane QLD 4000

Dear Mr Sutherland

**Third line forcing notification N93606 lodged by  
Zarraffa's Franchising Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 29 September 2008. The notification has been placed on the ACCC's public register.

Zarraffa's proposes to offer membership in the Z Card loyalty program to employees and existing and potential future customers who purchase products from the network of individual Zarraffa's Coffee Shops operated by Zarraffa's, its related body corporate or its franchisees. Members of the Z Card program will be allocated Z Dollars when they purchase eligible products from any of the participating Zarraffa's Coffee Shops.

Legal immunity conferred by the notification commenced on 13 October 2008.

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 the 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 assessment has been made on the basis that Zarraffa's and any other relevant party will disclose all relevant terms and conditions to prospective clients.

A copy of 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 Susan Philp on (02) 6243 1347.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'R' followed by a long horizontal line that tapers to the right.

Dr Richard Chadwick  
General Manager  
Adjudication Branch