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23rd October 2009

Australian Competition & Consumer Commission
GPO Box 3131
CANBERRA ACT 2600

Dear Sir/Madam,

RE: FORM G – Exclusive Dealing Notification

Please find enclosed cheque for the sum of \$100 on behalf of The British Sausage Company.

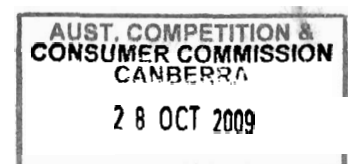
A completed FORM G has already been lodged via email today.

Yours sincerely



Carla Ormsby
Account Manager

Encl.



Form G

Commonwealth of Australia
Trade Practices Act 1974 — subsection 93 (1)
NOTIFICATION OF EXCLUSIVE DEALING

To the Australian Competition and Consumer Commission:

Notice is hereby given, in accordance with subsection 93 (1) of the *Trade Practices Act 1974*, of particulars of conduct or of proposed conduct of a kind referred to subsections 47 (2), (3), (4), (5), (6), (7), (8) or (9) of that Act in which the person giving notice engages or proposes to engage.

PLEASE FOLLOW DIRECTIONS ON BACK OF THIS FORM

1. Applicant

- (a) Name of person giving notice:
(Refer to direction 2)

N94276 The British Sausage Company

- (b) Short description of business carried on by that person:
(Refer to direction 3)

Manufacturer and wholesaler of sausages

- (c) Address in Australia for service of documents on that person:

C/o: 78 Churchill Ave, Subiaco, Western Australia 6008

2. Notified arrangement

- (a) Description of the goods or services in relation to the supply or acquisition of which this notice relates:

A bonus British Sausage Company pack valued at \$50.

For those living in Metropolitan Perth, the pack comprises a Voucher for \$50 worth of British Sausage Company sausages, redeemable at The British Sausage Company factory in Osborne Park.

For those living in regional Western Australia, the pack comprises a British Sausage company cap, apron, and barbecue sauces. This is a different bonus due to our belief it would not be fair to ask recipients to have to travel to Perth to redeem.

- (b) Description of the conduct or proposed conduct:

A consumer who purchases any Grandhall Barbecue from any participating Western Australian Kleenheat Gas store between 31st Oct to 21st Dec 09

will be handed a redemption form in-store to enable them to claim a bonus British Sausage Company Pack valued at \$50. This offer is promoted in a Kleenheat Gas radio commercial and a panel within the Kleenheat Gas House /Kleenheat Gas Summer Catalogue (Copy of promotional panel is attached).

(Refer to direction 4)

3. Persons, or classes of persons, affected or likely to be affected by the notified conduct

- (a) Class or classes of persons to which the conduct relates:
(Refer to direction 5)

Customers of Kleenheat Gas that purchase any Grandhall Barbecue between 31st Oct – 31st Dec, 2009

- (b) Number of those persons:
- (i) *At present time: Promotion not running yet, so at this stage, those affected by this application are employed in the marketing departments of Kleenheat Gas and The British Sausage Company, and their associated advertising agency.*
- (ii) *Estimated within the next year: Not known*
(Refer to direction 6)

It is estimated that no more than 500 people will purchase a Grandhall barbecue in the timeframe, and that potentially only half of these (maximum) will redeem the offer. 500 packs are available, with more able to be created should demand exceed that anticipated.

- (c) *Where number of persons stated in item 3 (b) (i) is less than 50, their names and addresses:*

N/A

4. Public benefit claims

- (a) Arguments in support of notification:
(Refer to direction 7)

This “bonus” is considered simply that – a reward for purchasing a Grandhall Barbecue from Kleenheat Gas. The customer does not have to pay anything additional to receive it (postage paid envelope supplied with redemption form), and the customer has the choice as to whether they want the bonus or not. If they don't, they can reject the redemption form, or they can choose not to claim the pack – it does not effect their purchase.

The British Sausage Company benefits only through exposure of their brand and the (hopefully positive!) reaction of those who receive the packs. The pack contents have been given to Kleenheat Gas in the spirit of teamwork and the natural synergies between sausages and barbecues.

- (b) Facts and evidence relied upon in support of these claims:

There is no additional cost to the consumer.

The consumer has the choice to accept the bonus or not.

The consumer's actions in regard to the bonus do not impact on their purchase.

5. Market definition

Provide a description of the market(s) in which the goods or services described at 2 (a) are supplied or acquired and other affected markets including: significant suppliers and acquirers; substitutes available for the relevant goods or services; any restriction on the supply or acquisition of the relevant goods or services (for example geographic or legal restrictions):
(Refer to direction 8)

Retail gas appliance market.

The offer is intended to add value via a bonus to a Grandhall barbecue purchase, therefore also reflecting positively on Kleenheat Gas who is presenting the offer. The bonus also allows The British Sausage Company to raise their profile in a relevant way.

The offer is available to Metro and regional customers, with the content of the prize pack being different for each due to redemption considerations. The value of both is the same.

6. Public detriments

- (a) Detriments to the public resulting or likely to result from the notification, in particular the likely effect of the notified conduct on the prices of the goods or services described at 2 (a) above and the prices of goods or services in other affected markets:
(Refer to direction 9)

We cannot identify anything detrimental, and there is no price impact.

- (b) Facts and evidence relevant to these detriments:

We cannot identify anything detrimental.

7. Further information

- (a) Name, postal address and contact telephone details of the person authorised to provide additional information in relation to this notification:

Joanne Bulline

Trilogy Advertising and Marketing

78 Churchill Avenue, Subiaco WA 6008

Tel: (08) 9388 1300

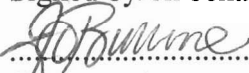
Mobile: 0438 927 562

Fax: (08) 9388 3320

Email jo@trilogyam.com.au

Dated *21 October 2009*

Signed by/on behalf of the applicant



.....
(Signature)

JOANNE BULLINE

(Full Name)

TRILOGY ADVERTISING AND MARKETING

(Organisation)

DIRECTOR

(Position in Organisation)



A GRAND BONUS

Purchase any Grandhall barbecue from Kleenheat Gas House and you'll receive a British Sausage Company pack valued at \$50.



British Sausage Company. Aussie made for Aussie barbecues.

These are not just any sausages! The British Sausage Company uses high grade all Australian lean meat with unique international seasonings in a range of delicious styles from all over the world.

Look for The British Sausage Company sausages in your local supermarket or buy a Grandhall barbecue for your bonus pack.

Terms and conditions – Purchase any Grandhall BBQ between Saturday 31st October to Thursday 31st December 2009 and receive a British Sausage company pack valued at \$50. Pack is by redemption with the redemption forms handed out in-store when qualifying product is purchased. Redemption forms must be received by last mail on 13/01/2010. Pack contents will vary depending on location. Full terms and conditions are available in-store and online at www.kleenheat.com.au