



**Australian
Competition &
Consumer
Commission**

Our Ref: N94276
Contact Officer: Jaime Martin
Contact Number: (03) 9290 1477

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9 November 2009

Ms Joanne Bulline
Director
Trilogy Advertising and Marketing
78 Churchill Ave
Subiaco, WA 6008

Dear Ms Bulline

Third line forcing notification N94276 lodged by The British Sausage Company

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 28 October 2009. The notification has been placed on the ACCC's public register.

The British Sausage Company is offering a 'British Sausage Company Pack' valued at \$50 to consumers who have acquired a 'Grandhall Barbecue' from participating Western Australian Kleenheat Gas stores. For consumers living in metropolitan Perth, the pack comprises a voucher for \$50 worth of British Sausage Company sausages. For consumers living in regional Western Australia, the pack comprises a British Sausage Company cap, apron and barbecue sauces. This promotion will be conducted between 31 October 2009 and 31 December 2009.

Legal immunity conferred by the notification will commence on 11 November 2009.

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.

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 contact Jaime Martin on (03) 9290 1477.

Yours sincerely

A handwritten signature in black ink, appearing to be 'R Chadwick', with a long horizontal flourish extending to the right.

Dr Richard Chadwick
General Manager
Adjudication Branch