



**Australian  
Competition &  
Consumer  
Commission**

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Our Ref: C2010/971  
Contact Officer: Lauren Roy  
Contact Number: 03 9290 1823

16 November 2010

Ms Alison Tehan  
Licensing & Regulatory Manager  
Coles Liquor

By email: [Alison.Tehan@coles.com.au](mailto:Alison.Tehan@coles.com.au)

Dear Ms Tehan

**Third line forcing notification N95104 lodged by Liquorland (Australia) Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 25 October 2010. The notification has been placed on the ACCC's public register.

Liquorland proposes to enter a promotion with Foster's Australia Limited and News Limited. As part of the promotion, Liquorland will offer one free Foster's beer beverage to customers in NSW, Victoria, Queensland, parts of WA, SA and the ACT on condition the customer purchases a nominated newspaper, removes the voucher and presents the voucher to a participating Liquorland, 1st Choice or Vintage Cellars store within the offer period.

At the time of providing the free beer beverage to a customer, Liquorland will also provide the customer with a coupon entitling the customer to a discount off the price of a carton of a specified Foster's beer beverage.

Legal immunity conferred by the notification commenced on 8 November 2010.

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.

This assessment has been made on the basis that Liquorland will disclose all relevant terms and conditions to prospective customers.

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 do not hesitate to contact Lauren Roy on (03) 9290 1823.

Yours sincerely

A handwritten signature in blue ink, consisting of a stylized 'R' followed by a long horizontal flourish.

Dr Richard Chadwick  
General Manager  
Adjudication Branch