



**Australian
Competition &
Consumer
Commission**

Our Ref: 52164
Contact Officer: Fiona Sam
Contact Number: (03) 9658 6450

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9 September 2013

23 Marcus Clarke Street
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Jin Poh
General Counsel
SRG Leisure Retail Pty Ltd

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Dear Jin

Third line forcing notification N96949 lodged by SRG Leisure Retail Pty Ltd

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 4 September 2013. The notification has been placed on the ACCC's public register.

SRG Leisure Retail Pty Ltd proposes to offer a discount on the purchase of products from its outlets, trading as BCF Australia, on condition that the customer acquires XXXX GOLD beer from a participating retail liquor outlet between 23 September and 24 November 2013.

Legal protection conferred by the notification will commence on 18 September 2013.

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 legal protection provided 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 SRG Leisure Retail Pty Ltd will disclose all relevant terms and conditions to prospective customers.

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 Fiona Sam on (03) 9658 6450.

Yours sincerely

Dr Richard Chadwick
General Manager
Adjudication Branch