



**Australian  
Competition &  
Consumer  
Commission**

Our Ref: 52528  
Contact Officer: Hannah Ransom  
Contact Number: (02) 6243 1255

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Canberra ACT 2601

25 October 2013

23 Marcus Clarke Street  
Canberra ACT 2601

Mr Jordan Leef  
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MASCOT NSW 2020

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[www.accc.gov.au](http://www.accc.gov.au)

Dear Mr Leef

**Third line forcing notification N97051 lodged by Vic's Premium Quality Meat Sydney Retail Pty Ltd**

I refer to the above third line forcing notification lodged with the Australian Competition and Consumer Commission (the ACCC) on 24 October 2013. The notification has been placed on the ACCC's public register.

Vic's Premium Quality Meat Sydney Retail Pty Ltd t/a Victor Churchill proposes to offer promotional items to customers on condition they purchase goods using a Mastercard.

Legal protection conferred by the notification will commence on 7 November 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 Vic's Premium Quality Meat Sydney Retail 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 Hannah Ransom on (02) 6243 1255.

Yours sincerely

Dr Richard Chadwick  
General Manager  
Adjudication Branch