

Telephone:  
Facsimile:

9 April 2013

Mr. Paul Newton  
Director Compliance  
Office of Liquor, Gaming & Racing  
GPO Box 760  
SYDNEY NSW 2001

Dear Mr. Newton,

**Re: Notice to Show Cause – Shopper Docket Promotion**  
**Your ref: A341518**

We refer to your letter dated 25 March 2013 in respect of a promotion run by Liquorland on shopping docket ("the Advertisement").

Coles Liquor fully supports the responsible promotion and marketing of alcohol and believes a licensee should ensure that any activity it conducts does not encourage either rapid or excessive consumption of alcohol. We have processes in place to ensure that any promotion or activity is appropriate and well managed and to ensure that alcohol is served in a responsible manner at all times.

As a general comment the Liquor Promotion Guidelines are very broad and primarily focused on addressing on-premise activities or promotions. The impact of marketing and promotional activities will differ between on-premises outlets, where liquor is consumed immediately and off-premises outlets, where liquor is consumed over a period of time, often weeks and months, after the purchase.

Consequently, the Guidelines have the inadvertent effect of including promotions which, when run in an off-premises environment, would not reasonably be considered to be inappropriate or to encourage rapid and excessive consumption. For example, some common promotions that are offered by most licensees who sell packaged liquor nationally include (examples of advertising attached):

- Buy a dozen bottles of wine and receive a percentage discount;
- "two for the price of one" offers;
- Buy a carton of beer/wine get a bonus product.



Liquorland (Australia) Pty Ltd ABN 82 007 512 414  
Liquorland (QLD) Pty Ltd ABN 52 029 861 525  
800 Toora Road Hawthorn East Victoria 3146 Australia  
PO Box 2000 Glen Iris Victoria 3146 Australia  
Telephone 61 3 9829 5111 Facsimile 61 3 9829 6287

We do not believe these types of promotions encourage rapid and excessive consumption, rather, provide our customers with an opportunity to purchase products at good value to consume at home. These types of promotions are primarily wine offers that provide our customers with good value for money and are run by most packaged liquor licensees in the NSW and nationally.

Similar to most licensees who sell packaged liquor, Liquorland advertises in a wide range of external media including press and radio. Liquorland also advertises in the Coles Supermarkets catalogue and on shopping docket. From time to time our press and catalogue advertising will feature special offers, the shopping docket offers are an extension of those promotions. The style and content of this advertising is aimed at adults.

The shopper docket itself only shows the Advertisement and terms and conditions of it, including critically that it is not available to people under 18 years of age. It does not depict, or contain any message encouraging, the consumption of the product by anybody, let alone by persons who are under the age for legal consumption or who may consume it excessively. Liquorland does not believe the Advertisement can reasonably be regarded as encouraging irresponsible, rapid or excessive consumption.

The Advertisement can only be redeemed at a Liquorland store and is therefore subject to Liquorland's responsible service of alcohol procedures including:

- Any person who looks under 25 years of age is required to provide proof of age prior to being served. If a customer cannot provide this proof of age they will be refused service.
- Refusal of service to any person our team members believes may then supply that liquor to a minor or intoxicated person.

The shelf price of a single bottle of the products featured in the Advertisement were:

- Secret Stone Sauvignon Blanc - \$20 per bottle
- Rosabrook Classic - \$17 per bottle

Offering consumers significant savings does not necessarily mean that cheap alcohol is sold. If a customer redeemed the offer at Liquorland they would have paid \$20 or \$17 for two bottles of wine, equating to \$10 and \$8.50 per single bottle. Whilst this represents a significant saving to consumers the single bottle price could not be regarded as "cheap". Additionally the amount a customer could purchase was limited to a total of six bottles of wine. We do not believe that a promotion where a customer purchases two bottles of wine for \$17 or \$20 encourages the consumption of liquor in an excessive or irresponsible manner.

With respect to "specials", being a special price that runs for a short period of time such as in the Advertisement, there is no evidence to suggest that "specials" offered at Liquorland result in more alcohol being consumed. A customer may save money due to purchasing at the "special" price or they may "trade up" to a brand which is normally beyond their budget, but this does not mean that they will necessarily consume more alcohol.

We believe it is encouraging consumer to purchase a particular brand of alcohol in a small multiple quantity for good value and as an alternative to another similar brand. Just because a customer purchases multiple quantities does not mean that they will drink all that alcohol on one occasion or in any rapid or excessive manner. For example, a customer may purchase the product to consume over a period of time, either by themselves or with others.

This is consistent with existing consumer behaviour in Australia for other goods and services. If a particular brand of product is on special one week, a customer often purchases additional quantities of the product. When the products return to their original price after the "special" ends there is a decrease in the purchase of that product. There is nothing unusual or of concern with this activity.

Liquorland denies that providing reasonable value propositions amounts to encouraging excessive consumption of alcohol and otherwise considers the Advertisements do not encourage any consumer to engage in excessive consumption of alcohol. Alcohol is commonly sold in multiple quantities such as a case of wine or carton of beer. We believe there is a clear difference between purchasing multiple quantities of alcohol and the subsequent consumption of it. The Advertisements provided eligible customers with the opportunity to purchase this product at good value for consumption at a later time.

We further note that these offers were targeted at adults over the (legal consumption) age of 18 years. The Advertisement was consistent with the objectives listed above and our commitment to provide value and loyalty to customers.

If it is interpreted that this type of promotion is in breach of the Guidelines the result will be that consumers NSW, the vast majority of whom consume liquor in a sensible and moderate manner, will be disadvantaged and not be able to avail themselves of offers that are available in all other States and Territories of Australia. We are not aware of any evidence that has found these types of promotion in off-premise outlets results in an increase in harmful drinking.

Liquorland remains very committed to the responsible promotion, service and sale of alcohol and considers that its marketing has an important part to play in that process.

Should you require any further clarification or assistance please contact me on [REDACTED] or via email [REDACTED]

Yours sincerely,



Alison Tehan  
Licensing and Regulatory Affairs Manager,  
Coles Liquor

# the Bottle-O®

**GOOD  
TIMES WITH  
MATES**



VAT 69, Imperial Court Vodka, Bear Grass Creek Bourbon



Jacob's Creek Core Range



Tooheys New Block

[www.thebottle-o.com.au](http://www.thebottle-o.com.au)

\*All specials valid from 8/04/13 until 14/04/13 or while stocks last.

JOIN **the Bottle-O®**

**SUPER SPECIAL  
ALERT SERVICE**

**SMS your name and/or Email  
address to: 0419 432 722**

You will receive up to the minute details of super specials & exclusive offers.  
# Standard SMS charges apply from your mobile network provider to join this SMS service.  
It is a free service to receive The Bottle-O SMS or Email special alerts.

**SMS**

**3 for \$18**  
750ml



Banrock Station Range

**\$6.99**  
750ml each



De Bortoli Sacred Hill Range

**2 for \$22**  
750ml



Taonga Peak Marlborough Sauvignon Blanc, Wyndham Estate Bin Range

**2 for \$25**  
2 litre



Yalumba Y Premium Cask Range

**\$21.99**  
4 pack each



Wild Turkey 101 Premium Premix

**\$33.99**  
700ml each



Cougar Bourbon, Dewar's White Label Scotch

**\$35.99**  
24 pack each



Summer Dry Lager

**\$44.99**  
24 pack each



Hahn Super Dry

\*All specials valid from 8/04/13 until 14/04/13 or while stocks last.



For your nearest store:  
Call us on 1300 783 644 or visit  
[www.thebottle-o.com.au](http://www.thebottle-o.com.au)

Call charges apply. Cost of local call, higher from mobile or public phones

Available on the App Store

Gift Card Now Available\*



\*The Bottle-O gift card can be used for the purchase of goods from any participating The Bottle-O store only. The Bottle-O supports the responsible service of alcohol. Pricing available in NSW & ACT outlets only. Retail quantities only. No trade supplied. Cash and Carry only. Prices include GST where applicable. Tobacco & Alcohol not sold to under 18s. These specials are not available at the Bottle-O Neighbourhood stores. E & OE.





You are in **NSW**  
Change the Suburb/Postcode

# THIRSTY SPECIALS

Your search has ended. Look no further. The rest of the Internet is now irrelevant.

BEER & CIDER  
Beer  
Cider

PREMIX

SPIRITS

WINE

White Wine  
Red Wine  
Sparkling Wine  
Cask Wine

## WINE SPECIALS



Rosemount Diamond Label SV 750ml \$11.98



De Bartoli Sacred Hill SV 750ml 3 FOR \$16



Shaky Ground SV 750ml 2 for \$18



Lindeman's Bin SV 750ml 3 for \$22



Penfolds Koonunga Hill SV 750ml 2 FOR \$22



Brancott Estate SV 750ml 2 for \$25

Specials valid in New South Wales and ACT excluding border regions between 1/04/13 and 14/04/13.



[About Us](#)  
[Contact Us](#)  
[Privacy Policy](#)  
[Unsubscribe](#)

[Beer Specials](#)  
[Premix Specials](#)  
[Spirit Specials](#)  
[Wine Specials](#)

[Store Locator](#)  
[Win Stuff](#)  
[Join Hump Club](#)  
[My Offers](#)

[Products](#)  
[Thirsty Legends](#)



© Copyright Thirsty Camel Bottlenozs 2012.  
Site design by Twenty20 & GFD Interactive



CARTER PREMIUM LAGER \$29.99 ea. 24x330ml	BAVARIA PREMIUM LAGER \$39.99 ea. 24x330ml	VICTORIA BITTER 2 FOR \$80 24x330ml	PERONI NASTRO AZZURO \$44.99 ea. 24x330ml	TOOHEY'S NEW 30 PACK \$44.99 ea.	HAHN SUPER DRY \$44.99 ea. 24x330ml
--	---	--	--	---	--

My Place Welcome to My Place...Enjoy!

PLACE PLACE PLACE

BUY 3 OR MORE  
\$5.99 ea.  
SINGLE \$6.99 ea.

PLACE PLACE PLACE

McWilliam's Hanwood Estate \$7.99 ea. BUY 3 OR MORE SINGLE \$8.99 ea.	Taylor's Promised Land \$9.99 ea. BUY 3 OR MORE SINGLE \$10.99 ea.	Evans & Tate Classic \$11.99 ea. BUY 3 OR MORE SINGLE \$12.99 ea.	Te Ora New Zealand Range incl. Reserve Pinot Noir ANY 2 FOR \$25 750ml
--	---	--	--

Te Ora New Zealand Range incl. Reserve Pinot Noir Archer's Point Coonawarra

Nine Zeros Marlborough Sauvignon Blanc \$6.99 ea. BUY 3 OR MORE SINGLE \$7.99 ea.	Yellow Tail \$8.99 ea. BUY 3 OR MORE SINGLE \$9.99 ea.	NEW MOSCATO NOW AVAILABLE! \$9.99 ea. BUY 3 OR MORE SINGLE \$10.99 ea.	Hippie Margaret River \$9.99 ea. BUY 3 OR MORE SINGLE \$10.99 ea.	Jansz NV \$21.99 ea. BUY 3 OR MORE SINGLE \$22.99 ea.
--	---	---	---	---

Black Douglas Scotch \$62 (2 for \$124)	Cougar Bourbon	Eristoff Vodka	Midori	Absolut Vodka \$36.99	Sailor Jerry Rum \$39.99	Jameson Irish Whiskey
---	-------------------	-------------------	--------	-----------------------------	-----------------------------------	-----------------------------

<b>AUSTRALIAN CAPITAL TERRITORY</b>	<b>ACT</b>	<b>NSW</b>	<b>NT</b>	<b>QLD</b>	<b>S. COAST</b>	<b>S. WEST</b>	<b>TASMANIA</b>	<b>TERRACE</b>	<b>VIC</b>	<b>W.A.</b>
ALEXANDRIA - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033	ACTON - Sports Bar... 6257 8033

**MORE GREAT SPECIALS**

XXXX Summer Bright \$41.99 ea. Do Bortoli Sacred Hill 150ml \$5.99 BUY 3 OR MORE \$6.99	Bacardi Breezer 4x125ml 2 for \$26	Strongbow Cider 6x330ml 2 for \$28
Wyndham Bin Range 750ml \$10.99 BUY 3 OR MORE \$11.99	Pulse Vodka Premix 6.5% 4x500ml \$15.99	Jameson Premix 4x300ml \$17.99
Evans & Tate Classic 750ml \$11.99 BUY 3 OR MORE \$12.99	De Bortoli Premium Cask 4L 4x3.75L \$16.99	Woodstock & Cola 4.8% 10pk 12x330ml \$29.99
Magners Cider 6x330ml 2 for \$25		



Great Prices · Save STAX

www.liquorstax.com.au

Outlet prices may vary due to regional freight rates. While stocks last. Limited quantities. Expiry. All liquor credit cards accepted. Trade not supplied. Selected varieties only where indicated. Specials available until 11/11/13.

# LOCAL LIQUOR

THERE'S ONE NEAR YOU

LOG IN or REGISTER

SPECIALS STORE LOCATOR FREE E-CARDS COMPETITIONS

## WINES

**SAVE \$15 UP TO**  
**2 FOR \$25**

**TRY MATUA THIS EASTER**

**MATUA VALLEY SAUVIGNON BLANC 750ml Bottles**

Valid from 27/03/13 to 09/04/13.

**SAVE \$3 UP TO**  
**2 FOR \$25**



**OWL & PUSSYCAT RANGE**  
750ml Bottles

**SAVE \$10 UP TO**  
**2 FOR \$30**



**WITHER HILLS SAUV BLANC & PINOT GRIS 750ml Bottles**

**SAVE \$6 UP TO**  
**2 FOR \$16**



**JACOBS CREEK CLASSIC RANGE 750ml Bottles**  
Valid from 27/03/13 to 09/04/13

**SAVE \$15 UP TO**  
**2 FOR \$25**



**MATUA VALLEY SAUVIGNON BLANC 750ml Bottles**

BEER & CIDER WINES SPIRITS PREMIX

HISTORY ABOUT US

### GREAT SPECIALS EVERY DAY

CONTACT US





# LOCAL LIQUOR

THERE'S ONE NEAR YOU

LOG IN or REGISTER

SPECIALS STORE LOCATOR FREE E-CARDS COMPETITIONS

## WINES

**TRY MATUA THIS EASTER**

**SAVE \$ UP TO 15**

**2 FOR \$25**

**MATUA VALLEY SAUVIGNON BLANC 750ml Bottles**

Valid from 27/03/13 to 09/04/13.

**SUPER DEAL!**

**SAVE \$ UP TO 5**

**\$8.99 EA**

**HOUGHTON CLASSICS RANGE 750ml Bottles**

**SAVE \$ UP TO 10**

**3 FOR \$20**

**BARROCK STATION RANGE 750ml Bottles**

**SAVE \$ UP TO 4**

**\$12.99**

**BROWN BROS MOSCATO RANGE 750ml Bottles**

Valid from 27/03/13 to 09/04/13.

**SAVE \$ UP TO 10**

**2 FOR \$20**

**GREAT EASTER TREAT**

**BROWN BROS CROCHEN RANGE 750ml Bottles**

BEER & CIDER WINES SPIRITS PREMIX

HISTORY ABOUT US

### GREAT SPECIALS EVERY DAY

CONTACT US



# LOCAL LIQUOR

THERE'S ONE NEAR YOU

LOG IN or REGISTER

SPECIALS STORE LOCATOR FREE E-CARDS COMPETITIONS

## WINES

TRY MATUA THIS EASTER

SAVE \$15 UP TO

2 FOR \$25

MATUA VALLEY SAUVIGNON BLANC 750ml Bottles

Valid from 27/03/13 to 09/04/13

GREAT PRICE

SAVE \$5 UP TO

\$6.99 EA

OMNI RANGE 750ml Bottles

BUY 4 BOTTLES OF YELLOWTAIL & RECEIVE A FREE BOTTLE OF BUBBLES

SAVE \$3 UP TO

\$9.99

YELLOWTAIL RANGE 750ml Bottles

BUY 2 BOTTLES OF HAWKWOOD & RECEIVE A FREE HAWKWOOD SILVER BLANC

SAVE \$5 UP TO

3 FOR \$30

MCWILLIAMS HAWKWOOD RANGE 750ml Bottles

Valid from 27/03/13 to 09/04/13.

SAVE \$10 UP TO

2 FOR \$16

MCGUIRK BLACK LABEL RANGE 750ml Bottles

BEER & CIDER WINES SPIRITS PREMIX

HISTORY ABOUT US

### GREAT SPECIALS EVERY DAY

CONTACT US



**PORTERS**  
LIQUOR

*We know...*

**FREE Champagne**  
at Porter's Liquor!

Buy any 6 bottles to get your  
**FREE! Pol Roger Champagne**

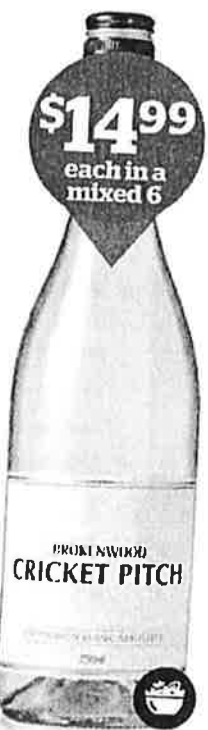
Buy any 6 & get a free Pol Roger deal includes: Pewsey Vale Riesling, Yalumba The Scribbler, Brokenwood Cricket Pitch Sauvignon Blanc, Semillon & Vasse Felix Classic Dry White



Pewsey Vale Riesling 2012  
Rated: 90 Porter's Preferred



Yalumba The Scribbler Shiraz Cabernet 2010  
Rated 88: Porter's Preferred



Brokenwood Cricket Pitch White 2012  
Rated: 85



Vasse Felix Classic Dry White 2012  
Rated 85



**MONTHLY PRIZES & GIVEAWAYS**  
[www.facebook.com/PortersLiquorStores](http://www.facebook.com/PortersLiquorStores)

MARCH 2013: 9/3/2013 - 31/3/2013



**\$14<sup>99</sup>**  
each in a  
mixed 6

# Pure Marlborough magic, New Zealand Sauvignon Blanc

Best White Wine Buy of the Year  
- Michael Cooper's NZ Guide to Wine 2012



Whitehaven Marlborough  
Sauvignon Blanc 2011  
Rated: 86 Porter's Preferred

What a hidden treasure this wine is, pure magic. A full flavoured medium bodied wine, with an abundance of currant and gooseberry flavours and a clean, lingering finish.



Villa Maria Private Bin Marlborough  
Sauvignon Blanc 2012

**Rated: 86**

A vibrant Sauvignon Blanc that is bursting with a fruit-salad bowl of flavours. The wine has an exciting palate with layers of juicy flavours, intensity and fullness, finishing with a refreshing crisp, clean and zesty acidity.

Vavasour Marlborough  
Sauvignon Blanc 2012

**Rated: 85**

An honest expression of the Awatere Valley terroir. A serious, concentrated and expressive wine. Vavasour Sauvignon Blanc flaunts a powerful bouquet of fresh herbs and tropical fruits layered with ripe stone fruit and bright citrus. The wine is crisp, balanced and elegant.

Braided River Marlborough  
Sauvignon Blanc 2012

**Rated: 87 Porter's Preferred**

Every sip of this superb Sauvignon Blanc expresses pure Marlborough magic and the vivacity of a classic vintage. Lifted aromas of crushed lime and grapefruit dart from the glass and over the palate to excite the senses. Flavour packed



Secret Stone Marlborough  
Sauvignon Blanc 2011

**Rated: 86 Porter's Preferred**

Wonderfully tasty, crisp and clean with lovely fruit flavours. This one exceeded our expectations!

Essenze Marlborough  
Sauvignon Blanc 2012

**Rated: 88 Porter's Preferred**

Embrace the contemporary uniqueness and quality of winemaking in NZ's South Island. Aromas of gooseberry, tropical fruit and confectionary. This award winner has a lovely clean crisp finish.

Oyster Bay Marlborough  
Sauvignon Blanc 2012

**Rated: 83**

"Enticing citrus notes and tropical flavours - youthful, elegant and fresh with a lingering zesty finish." *Michael Bechevich, Chief Winemaker*

Bibliothèque Romantic Fiction  
Marlborough Sauvignon Blanc 2012

**Rated: 81**

Grapefruit and capsicum flavours balanced by an oily, textural finish. Shows classic varietal intensity and is crisp and refreshing.

We know...

# wonderful white wines



Angove Long Row Riesling 2012  
Rated: 83

This delicious Riesling has a flamboyant lifted floral nose with some citrus and tropical depth. These floral characters carry through on the palate, underpinned with some lime and citrus and a hint of guava, with a good weight with a clean and soft finish of surprising length.

Heggies Riesling 2012  
Rated: 84

The palate shows great length and drive with complex flavours of grapefruit, lime zest and a touch of spice, finishing with the typical Heggies Vineyard mouth watering acidity. Drinking well now though will cellar for 10 to 15 years.



Brookland Valley Verse 1  
Semillon Sauvignon Blanc 2011  
Rated: 82

We call it a punchy wine but you need to try to see why. A fresh nose with light herbaceous characters is complemented with notes of freshly cut hay braced with citrus blossom. Crisp and lush tropical fruit flavours dominate with passionfruit and a hint of fresh lime.

Wolf Blass Red Label  
Semillon Sauvignon Blanc 2012  
Rated: 85

A contemporary Australian white blend. Semillon and Sauvignon Blanc combine in a crisp, clean, harmonious wine. A lifted nose of lemon and freshly cut grass complement tropical characters of passionfruit and gooseberry. A light to medium bodied white with crisp fruit flavours.

De Bortoli Sacred Hill  
Semillon Sauvignon Blanc 2012  
Rated: 82

Select Semillon vineyards from the Riverina are chosen for their fresh citrus notes and combined with Sauvignon Blanc that shows grapefruit and fresh cut grass. Consistently good value.



## PORTER'S LIQUOR FOOD MATCHING

In our catalogue & instore, food icons are matched with each wine to assist & ease your selection process. If you're having chicken for dinner, look for the icon!









Like us on Facebook to win a case of wine from our catalogue



# Two trusted names in Australian Wine

MCWILLIAM'S

ROSEMOUNT  
ESTATE



Rosemount District  
Release Robe  
Chardonnay 2012

**Rated: 87**  
The District Release range of wines highlights Rosemount Estate's viticulture excellence. Refined, elegant & restrained. All this is bound up with the natural fruit structure, seamless acidity. Perfect with any creamy chicken dish.

McWilliam's Hanwood  
Estate Chardonnay 2010

**Rated: 83**  
One of the best budget Chardonnays. This varietal nose contains intense white peach, nectarine and rockmelon. These characters are complemented with tropical fruits and exotic notes of guava and paw paw. The finish is long and fresh, with a balanced, clean end.

# Pinot Grigio or Pinot Gris?



Pinot Gris and Pinot Grigio are in fact the same grape variety. The grape originated in France (a mutant from Pinot Noir), and is known as Pinot Gris in France. Across the border in Italy it is known as Pinot Grigio. While French in origin, it is really the Italians that we have to thank for bringing such huge global recognition to the variety.

Whilst they are the same grape, the two names have come to infer two different styles of wine. Immensely popular, the Italian style Pinot Grigio wines are typically lighter-bodied, crisp, fresh, with vibrant stone fruit and floral aromas and a touch of spice. In contrast, French Pinot Gris is more full-bodied, richer, spicier, and more viscous in texture.

Richland Pinot Grigio 2012 **Rated: 90** - Porter's Preferred  
BEST PINOT GRIGIO WE HAVE TASTED!

Jacob's Creek Pinot Grigio 2012 **Rated: 82**  
"Light straw-green, this ticks the boxes for Pinot Grigio with more emphasis than usual, with green apple, pear and lemon flavours bolstered by crisp acidity. Will happily sit with the widest possible range of dishes outside red meat, its fresh finish a major plus." James Halliday - Wine Companion Newsletter 07/02/2013

Beresford Highwood Pinot Grigio 2012 **Rated: 82**  
Freshly cut Nashi pear with mineral overtones. Crisp, crunchy palate with good depth of flavours, well-balanced acidity and a lovely, long textured finish.

Red Claw Pinot Gris 2011 **Rated: 80**  
This fresh and vibrant wine has lychee, pear and spice flavours, with a lovely acidic structure making it perfect with flathead and chips.





We know...

# Ready to add a little Sparkle to your life?

An ever reliable party favourite!



**\$19.99**  
each in a mixed 6



**\$13.99**  
each in a mixed 6



**\$21.99**  
each in a mixed 6



**\$19.99**  
each in a mixed 6



**\$9.99**  
each in a mixed 6

**Brown Brothers**  
Pinot Noir Chardonnay NV

**Rated: 84**

The legend continues here for this bottle fermented non-vintage blend. This has all-round completeness, showing a good balance between the fresh crisp fruits and savoury complexity to hold interest. Great balance and value.

*Nick Stock, Good Wine Guide 2012*

**Yellowglen**

Pinot Noir Chardonnay 2010

**Rated: 83**

Spectacular sparkling wine from Yellowglen, a joy to drink

**Chandon Brut NV**

**Rated: 86**

A classic example of a great Australian sparkling. Aromas of lifted spice and fig with honey and floral notes are immediately evident. The flavours are complex and discernible. Mouthfilling expressions of bakery and croissants, peach and pear flans, almond and citrus.

**Croser NV**

**Rated: 87**

Firm high in the Adelaide Hills, Croser is a premium Australian sparkling. A rich palate incorporating fresh and vibrant fruit characters with a touch of sweetness on the finish.

**Jacob's Creek**

Pinot Noir Chardonnay NV

**Rated: 84**

If there was a trophy for consistency this wine would win it hands down. The refreshing lemon citrus aromas of Chardonnay are in harmony with the red currant characters of Pinot Noir. The wine finishes soft, crisp and clean.

{ YOU CAN'T BUY HAPPINESS  
BUT YOU **CAN** BUY WINE  
( & THAT'S KIND OF THE SAME THING ) }

Wine prices quoted in this catalogue are each in a mixed 6 bottle purchase unless otherwise stated



**PORTERS**  
LIQUOR



**RETAIL BANNER GROUP OF THE YEAR**  
AT THE AUSTRALIAN LIQUOR INDUSTRY AWARDS 2012

**Penfolds  
Thomas Hyland Shiraz 2011**

Rated: 85

Penfolds have long been the champion for great quality red wines at great prices. The Thomas Hyland Shiraz is beautifully rich and soft with aromas of pepper and spice completed by notes of plums and wild dark fruit. A vibrant and fruit driven style that can be enjoyed now or put away for a few years

**\$14<sup>99</sup>**  
each in a  
mixed 6



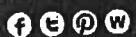
**Bonus [yellow tail]  
Bubbles**

**free**  
Yellow Tail  
Bubbles  
with every 4  
bottles from the  
Yellow Tail range

**4 for  
\$36**

[yellow tail]

the colour in your life



yellowtailwine.com

enjoy [yellow tail] responsibly

Yellowtail Range



We know...

# ravishing red wines

Our tasting panel LOVED THIS WINE!

**\$18<sup>99</sup>**  
each in a mixed 6



**St Clair Pinot Noir 2011**  
Rated: 91 Porter's Preferred

A powerful mix of dark berries with perfumed violets, olive brine, spices and a hint of freshly ground coffee. Full bodied with layers of ripe dark berries, freshly ground spice and black olives. A fantastic Pinot for under \$20.



**Crowded House Pinot Noir 2011**  
Rated: 83

An elegant, approachable Pinot Noir and yet a complex wine. Cherry, dark plums and spice. Juicy and generous with fine grainy tannins and a plush silky mouthfeel. Flavours of plums and spice with subtle earthy notes.

**Stonier Pinot Noir 2011**  
Rated: 86

Pinot lovers don't miss this Mornington Peninsula style. Pretty red fruits abound, with plum, cherries and raspberries, together with some lifted floral aromas. There is a myriad of intense fruit flavours that build in the glass.

**Torres Sangre de Toro 2010**  
Rated: 84

This Spanish red offers rich complex Mediterranean aromas with lively aromas of spice and berries. Perfect with any red meat dishes.

**Wirra Wirra Scrubby Rise Red 2011**  
Rated: 82

A great little drink from McLaren Vale, juicy fruit and enough weight to keep you interested. Subtle dairy oak and spice, adding a further layer of interest. Bright and juicy, filled with raspberry, plum and blackberry fruits.

**Fifth Leg Shiraz Cabernet Sauvignon Merlot 2011**  
Rated: 84

This wine shows complex aromas of mocha, cassis, plum and a hint of cigar box. The palate has a good balance of black berry fruit, dark chocolate and black olive, with savoury tannins giving the wine a long even finish.

**Oxford Landing Estates Merlot 2011**  
Rated: 83

A ripe fleshy Merlot that is way to easy to drink. Crimson with brilliant purple hues, this wine displays aromas of raspberry and red jubes with hints of fruit pastille and spice. The succulent fruit flavours linger long after the wine has been consumed.

**McGuigan Black Label Red 2012**  
Rated: 82

An old favourite that we all know and love. Wonderful flavours of spicy plum, cherry and blackberry that flow through the mouth, resulting in an approachable fruit driven wine. It is nicely balanced with great fruit characters and a persistence of flavour.

**\$7<sup>99</sup>**  
each in a mixed 6

**Penfolds Rawson's Retreat Shiraz Cabernet 2012**  
Rated: 81

Wine prices quoted in this catalogue are each in a mixed 6 bottle purchase unless otherwise stated





Our tasting panel said 'this one really jumped out at us'

**\$19<sup>99</sup>**  
each in a mixed 6



**Rockbare Shiraz 2011**  
Rated: 92 Porter's Preferred

Old school, powerful and bold, this McLaren Vale Shiraz doesn't disappoint. An elegant, lifted nose of bramble and fleshy raspberry. Silky smooth with waves of rich, dark berry fruit from start to finish are in harmony with controlled spicy oak. The consummate partner for this wine's slowly braised lamb or veal shanks.

# Sensational Shiraz sale



**Bibliothèque Shiraz 2012**

**Rated: 82**  
Full bodied yet soft, the palate shows ripe black fruits layered subtly with carefully handled stylish oak, supported by silky textured fruit tannins and balanced acidity, concluding with a large, savoury finish. Easy drinking.

**Zeppelin 'Big Bertha' Barossa Valley Shiraz 2011**

**Rated: 80**  
From a single low yielding vineyard in the Angaston foothills, strong red purple, it is a notably rich and generous wine with luscious blackberry, prune and plum fruit on the medium to full bodied palate; the tannins ripe, the oak subtle.  
*James Halliday - Published on 11 Aug 2011*

**Lindeman's Bin 50 Shiraz 2011**

**Rated: 81**  
A medium to full bodied red with berry, plum and spice flavours following on the palate. Soft tannins on the finish create a very approachable wine.

**Two Rivers Shiraz 2012**

**Rated: 84**  
This is a traditional medium bodied Hunter Valley style Shiraz. Blackberry fruits with fresh spices and hints of mocha carry seamlessly from the nose to the palate. Good value.

**Creek Station Shiraz 2010**

**Rated: 85**  
A new discovery at Porter's that we're very impressed with. This wine is full of generous flavours, while still soft and textured, finishing with savoury tannins.

**O'Leary Walker Shiraz 2010**

**Rated: 86**  
The colour is an indicator to the power and concentration of this wine, deep black red. The oak is all French which is subtle and gently of ripe mulberry and spicy blackberries. The fruit weight is powerful and long with grappy balanced tannin and acidity.  
Yum

{ WHEN IN DOUBT - DRINK MORE WINE }



We know...

# Captivating Cabernet blends & a great old vine Grenache



Multi Award Winner

\$16<sup>99</sup>  
each in a mixed 6

WOW!



## Brand's Laira Coonawarra Cabernet Merlot 2010

**Rated: 91 Porter's Preferred**  
There's something magical about Coonawarra and Cabernet Merlot. Fresh and vibrant full bodied fruit dominate the palate which displays blackcurrant, blackberry and mulberry fruit. These flavours are supported by integrated oak derived characters of vanilla, mocha and cedar.

## Burton Coonawarra Cabernet Sauvignon 2004

**Rated: 90 - Porter's Preferred**  
Everything you could ever want in a wine, a big powerful Coonawarra Cabernet with a bit age to make it seamless. The wine displays an intense bright colour with a vibrant edge. The bouquet shows an explosion of ripe berry fruit with added complexity from the French oak. Bottle maturation has brought a wonderful harmony with a smooth flow of flavours from the bouquet to the clean long intense finish.

## Forester Estate Cabernet Merlot 2010

**Rated: 87 - Porter's Preferred**  
Wow! Didn't our tasting panel rave about this Margaret River gem. Rich and complex, displaying ripe sweet dark fruit on the palate. Great wine at a great price.

## Thorn Clarke Sandpiper Cabernet Sauvignon 2011

**Rated: 87**  
Delightful floral notes reminiscent of wild roses. In addition the nose also shows characters of currants, green beans and roasted capsicum. The palate is medium bodied with lovely sweet berry fruits right through to the finish. The seamless tannins are soft and silky, adding further complexity to this well balanced wine.

## Ballast Stone Monster Pitch Cabernet Sauvignon 2011

**Rated: 85**  
This soft, full bodied, fruit driven wine exhibits aromas of mint, chocolate and vanilla oak. Made to enjoy right now, while offering the structure and complexity for development.

## Yalumba Bush Vine Grenache 2011

**Rated: 87 Porter's Preferred**  
Blue Gold Top 100 winner at 2013 International Wine Show! This Grenache has a perfumed and aromatic bouquet, a silky smooth texture and a savoury finish. Can be enjoyed now, but will also age well over the next 3 to 5 years.

## Brookland Valley Verse 1 Cabernet Merlot 2010

**Rated: 83**  
Crafted in a contemporary style to express the regionality of Margaret River, this wine is softly textured and approachable with a fruit driven core. Match with slow roasted lamb.

## Zilzie Selection 23 Cabernet Merlot 2011

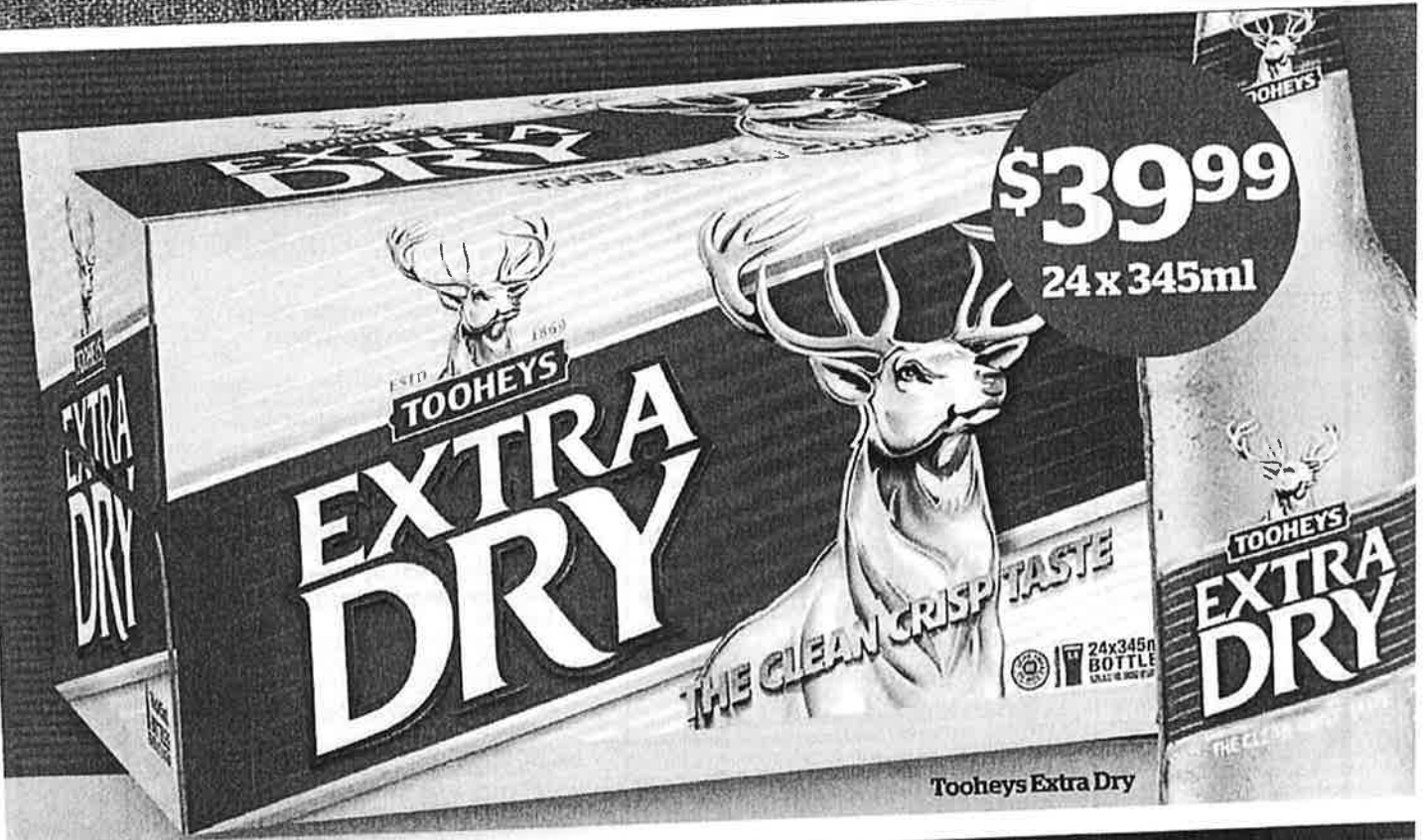
**Rated: 81**  
Vibrant and approachable. The ultimate entertainer, finds its place at a BBQ with friends or at dinner party. Fruit characteristics of mulberry, dark cherry and plum, along with hints of toasty vanilla oak. Attractive dark berry flavours, with soft oak influences and velvety tannins.

Wine prices quoted in this catalogue are each in a mixed 6 bottle purchase unless otherwise stated.





**free**  
James Squire  
Orchard Crush  
Cider 500ml  
With every 2 x 6pks  
of James Squire  
One Fifty Lashes  
(6 x 330ml)



We know...

That calls for a **Carlsberg**<sup>™</sup>




**NOW LOOK WHAT  
YOU'VE DONE**

CROWD-BREWED TO PERFECTION

You may not realise it, but people like your good selves had a major hand in creating The Perfect Australian Lager. From crowd-brewed beginnings to the tug-of-war battle between the final two brews, you've helped ARVO to achieve one of the most innovative beer launches in recent history. You even suggested that we spruce up our packaging a bit (good call on that one, by the way). With an army of ARVO advocates now looking to buy the beer they helped to create, the fruits of your labour promise to be especially sweet.

So take a bow, Australian beer drinkers.  
This one's for you.

FIND ARVO ON 



2x6pks  
**\$30**



Wine prices quoted in this catalogue are each in a mixed 6 bottle purchase unless otherwise stated.





**\$12<sup>99</sup>**  
6x330ml

Somersby Cider Range



**2x6pks**  
**\$26**

Strongbow Cider Range  
6 x 375ml



**2x4pks**  
**\$24**

Vodka Cruiser Flavours  
4 x 275ml



**2x6pks**  
**\$35**

Matilda Bay Fat Yak, Redback, Beez Neez & Helga 6x330ml



**2x6pks**  
**\$32**

James Squire Range 6x330ml



**\$37<sup>99</sup>**  
24x375ml

Carlton Cold



**\$45<sup>99</sup>**  
24x375ml

Crown Lager



**\$44<sup>99</sup>**  
24x330ml

Hahn Super Dry



**\$19<sup>99</sup>**  
6x330ml

Menabrea Italian Beer



**\$44<sup>99</sup>**  
24x355ml

Pure Blonde



**\$43<sup>99</sup>**  
24x375ml

Cascade Premium



**\$41<sup>99</sup>**  
24x375ml

Tooheys Old



**\$41<sup>99</sup>**  
24x330ml

Peroni Leggera



**\$49<sup>99</sup>**  
24x330ml

Peroni Nastro Azzurro



**\$39<sup>99</sup>**  
24x330ml

XXXX Summer Bright



**\$15<sup>99</sup>**  
4 Litres

De Bortoli Premium Cask Range





*We know...*



Bundaberg & Cola or Johnnie Walker & Cola cans

**\$21<sup>99</sup>**  
6x375ml



Woodstock & Cola cans

Smirnoff Ice Double Black cans

**\$12<sup>99</sup>**  
4x375ml

**\$16<sup>99</sup>**  
4x375ml



**\$22<sup>99</sup>**  
6x375ml

Jim Beam White & Cola 6x375ml



**\$39<sup>99</sup>**  
Each 700ml

Wild Turkey Bourbon, Wild Turkey American Honey, Jameson Irish Whiskey, Tullamore Dew or Sallor Jerry



**\$64<sup>99</sup>**  
Each 700ml

**2 for \$8**

Hendrick's Gin

Coca Cola 2 Litres



**Any 2 for \$70**

Johnnie Walker Red or Smirnoff Red Vodka

Jim Beam White, Black Cherry or Honey

Bacardi Superior & Oakeheart



**\$54<sup>99</sup>**  
Each 700ml

Limited Edition release

Hennessy VS Futura

**\$44<sup>99</sup>**  
Each 700ml

Chivas Regal 12YO

Wine prices quoted in this catalogue are each in a mixed 6 bottle purchase unless otherwise stated



# LOCAL LIQUOR

THERE'S ONE NEAR YOU

LOG IN or REGISTER

SPECIALS STORE LOCATOR FREE E-CARDS COMPETITIONS

## WINES

**TRY MATUA THIS EASTER**

**SAVE \$15 UP TO**

**2 FOR \$25**

**MATUA VALLEY SAUVIGNON BLANC 750ml Bottles**

Valid from 27/03/13 to 09/04/13.

**SAVE \$15 UP TO**

**3 FOR \$25**

**GREAT DEAL!**

**YELLOWOLEN IV RANGE 750ml Botlles**

**SAVE \$2 UP TO**

**\$14.99 EA**

**BERRI ESCAPES Fresh Dry White**

**SAVE \$5 UP TO**

**\$9.99**

**TYRRELL'S OLD WINERY RANGE 750ml Bottles**

Valid from 27/03/13 to 09/04/13

**SAVE \$4 UP TO**

**\$9.99**

**GRANT BURGE GB RANGE 750ml Bottles**

BEER & CIDER WINES SPIRITS PREMIX

HISTORY ABOUT US

### GREAT SPECIALS EVERY DAY

CONTACT US



How the locals like it.



Home

About IGA

IGA Community Chest

Our Products

Sponsorships

Search Catalogues



Search input fields

Results for: 2000,CIRCULAR QUAY NSW [Change Location]

Starts Today- Ends 5 days

Page 6 & 7

<p><b>Fresh Meat</b></p> <p>18<sup>99</sup> / 14<sup>99</sup> / 4<sup>99</sup> / 6<sup>99</sup> / 7<sup>99</sup> / 3<sup>99</sup></p>	<p><b>Fresh Produce</b></p> <p>2<sup>99</sup> / 7<sup>99</sup> / 2<sup>99</sup> / 1<sup>99</sup> / 1<sup>99</sup> / 4<sup>99</sup></p>	<p><b>IGA LIQUOR BARGAIN BEER</b></p> <p><b>TOOHEYS NEW</b></p> <p>Multi Buy 2 \$76</p> <p>\$40<sup>99</sup> / \$25 / \$15 / \$22 / \$44<sup>99</sup> / \$38<sup>99</sup></p>
<p><b>Fresh Delicatessen</b></p> <p>16<sup>99</sup> / 5<sup>99</sup> / 14<sup>99</sup> / 12<sup>99</sup> / 9<sup>99</sup> / 6<sup>99</sup></p>	<p><b>Fresh Bakery</b></p> <p>3<sup>49</sup> / 2<sup>99</sup> / 3<sup>49</sup> / 1<sup>59</sup></p>	
<p><b>200% Satisfaction Guarantee</b></p> <p>We're doubly fussy about our fresh offers. If you're not totally happy with your fresh purchase, we will replace it. PLUS refund the value.</p>		

IGA Privacy Policy | Style Guide | Retailer Zone



© Melcash Trading Limited ABN 61 000 031 569

# Tasmania's Secrets

Several Tasmanian summer berry fruits, velvety fine long textured mouth feel. Sweet juicy lifted fruit on the mid palate that is finely followed by satisfyingly strong steel tannins and a long captivating finish that lingers.

**\$17.99**  
each in any 6 pack  
Was \$24.99 • Now Single \$19.99

Rating: 91/100  
Best Drinking: NOW

BUY

Ninth Island Pinot Noir 2011

SAVE \$7

All Estate grown fruit that's delicious with loads of savory notes.

**2 for \$32**  
Was \$19.99 • Now Single \$17.99

Rating: 94/100  
Best Drinking: 2013 to 2022

BUY

Holm Oak Ilex  
Pinot Noir 2012

SAVE \$8

**\$14.99**  
each in any 6 pack  
Was \$21.99 • Now Single \$16.99

Rating: 91/100  
Best Drinking: NOW

BUY

Devils Corner  
Pinot Grigio

SAVE \$7

**\$21.99**  
each in any 6 pack  
RRP \$29.99 • Now Single \$25.99

Rating: 92/100  
Best Drinking: NOW

BUY

Jansz NV Sparkling

SAVE \$12

## [ YELLOW TAIL ] SPECIAL

Available:  
Chardonnay,  
Moscato and Shiraz

ANY 4 BOTTLES FROM THE  
[ YELLOW TAIL ] RANGE  
& receive a  
**free**  
BOTTLE OF  
BUBBLES!

**\$8.99**  
each in any 6 pack  
Was \$10.99 • Now Single \$9.99

Rating: 87/100  
Best Drinking: NOW

BUY

[yellow tail]  
CHARDONNAY

BUY

[yellow tail]  
MOSCATO

[yellow tail]  
SHIRAZ

BUY

Order Hotline 1800 220 170 • [www.chamberscellars.com.au](http://www.chamberscellars.com.au)

CHAMBERS CELLARS

# South Australia [ AT IT'S BEST ]

**Gemtree Uncut McLaren Vale Shiraz 2010**  
This is a notably intense and complex shiraz. Spice, licorice, blackberry, blood plum and dark chocolate, giving the wine finesse and elegance.  
94/100 James Halliday



**Henschke Henry's Seven Eden Valley Red Blend 2010**  
This blend of Shiraz, Grenache and Vignoles is a relatively recent addition to Henschke's impressive range. Typically fragrant plum and raspberry aromas, followed by a velvety palate with rich fruit flavours.

**Kilikanoon Killerman's Run Shiraz 2011**

*James Halliday Winery  
of the Year 2013*

**\$15.99** each in any dozen  
Was \$19.99 • Now Single \$17.99  
**BUY**

Rating: 92/100  
Best Drinking: NOW

**SAVE \$4**

**\$19.99** each in any dozen  
Was \$24.99 • Now Single \$21.99  
**BUY**

Rating: 94/100  
Best Drinking: 2013 to 2025



Gemtree  
Uncut  
Shiraz

**\$24.99** each in any dozen  
Was \$34.99 • Now Single \$27.99  
**BUY**

Rating: 92/100  
Best Drinking: NOW

**BUY**

HENSCHKE  
Henry's Seven  
LEAROSSA

**SAVE \$5**

**SAVE \$10**



**Heggies Eden Valley Riesling**

**\$17.99** each in any dozen  
Was \$22.99 • Now Single \$19.99  
**BUY**

**SAVE \$3**

Notes of orange blossom and fresh lime juice. Great length across the palate stone fruit, lime and a hint of spice.

Rating: 93/100  
Best Drinking: 2012 to 2018



**Running with the Bulls Wrattonbully Tempranillo 2011**

**\$17.99** each in any dozen  
Was \$23.99 • Now Single \$19.99  
**BUY**

**SAVE \$6**

Lively spicy nose with hints of red cherry, red. The palate is fresh carrying spices such as ground coriander and anisee melded with cherry-wood framed by cool climate Tempranillo tannins. The finish is lingering and memorable. Enjoy with spicy chicken exotique.

Rating: 91/100  
Best Drinking: 2012 to 2016



**Leconfield Coonawarra Cabernet 2011**

**\$26.99** each in any dozen  
Was \$36.99 • Now Single \$29.99  
**BUY**

**SAVE \$10**

Rating: 91/100  
Best Drinking: 2012 to 2023



# flavours FROM AROUND THE WORLD

## Portuguese

Porto Valdouro  
10yr Old Port

**\$23.99**  
each  
Was \$29.99

BUY

Rating: 92/100  
Best Drinking: NOW

SAVE \$6

## Italian

Bortolotti Extra Dry  
Prosecco Sparkling

**2 for \$20**

Was \$16.99 • Now Single \$12.99

BUY

Rating: 92/100  
Best Drinking: NOW

"We picked up this bargain buy recently and were gobsmacked at the freshness, flavour and fizz in the wine."

"Delicate aromas of grapefruit, brioche, toast and citrus. Light across the palate with delicate flavours of lemon. Bright and light toast."

"Tip smacking"

SAVE \$6

Mateus Rose

**\$8.99**  
each  
Was \$11.99

BUY

Rating: 92/100  
Best Drinking: NOW

SAVE \$3

Sensi Chianti

Ruby red colour, it has a good body and a persistent aroma with hints of cherry and spice. In the mouth reveals itself as soft, fresh and pleasantly balanced.

**\$19.99**  
each  
Was \$23.99

BUY

Rating: 87/100  
Best Drinking: NOW

SAVE \$6

## Chilean

El Emperador  
Chile Cabernet  
Carmenere

**\$9.99**  
each  
Was \$16.99 • Now Single \$12.99

BUY

Rating: 88/100  
Best Drinking: 2012 to 2017

SAVE \$10

Pasqua Italian  
Pinot Grigio

Crisp flavours of pear and apple dominate the palate from start to finish.

**\$9.99**  
each  
Was \$14.99 • Now Single \$12.99

BUY

Rating: 87/100  
Best Drinking: NOW

SAVE \$5

Order Hotline 1800 220 170 • [www.chamberscellars.com.au](http://www.chamberscellars.com.au)

CHAMBERS CELLARS

# GRAB A BARGAIN ANY 2 for \$20



Single Step Range

Upside Down Sauvignon Blanc

Peppercorn Lane Range

Grand Sud Merlot & Chardonnay

Half Moon Bay Sauvignon Blanc

Jot Merlot

D'Arenberg Stump Jump

## ANY 2 for \$16



Just Another Sauv Blanc

Dawson's Ridge Range

Hanwood Estate Range

## ANY 4 for \$20



Sacred Hill Cab Merlot, Chardonnay, Semillon Sauvignon Blanc



CHAMBERS CELLARS Order Hotline 1800 220 170 • [www.chamberscellars.com.au](http://www.chamberscellars.com.au)