

# LIQ Liquor News



## Coles IS Selling Liquor in Supermarkets

Yes that's the same headline as the last issue of our magazine. At that time 'Coles Chief Executive John Fletcher said recently "As part of a trial to gauge customer support, Coles Myer will begin selling liquor in some Coles supermarkets in Victoria before Christmas'. We were informed at that time, while this does not mean selling wine in the grocery aisles as is done in New Zealand, it does mean there is a shift in merchandising to allow more Coles supermarkets to position liquor departments with easy access to the supermarket in comparison to stand alone stores.

### What really happened?

The newest Coles supermarket at Caroline Springs is indeed packed with interesting features for those of us interested in where the big players are taking the marketplace, but nothing could surprise me more than being confronted with a gondola end of beer in the next aisle to Cadbury's chocolates. Yes Coles have deviated radically from the norm in this store and under the branding of Coles Liquor have planted a liquor section right inside the supermarket alongside the grocery aisles.

Obviously Coles is keen to keep this one quiet while they sort out any operational problems, however this trial certainly signals a huge shift in merchandising liquor squarely aimed at the general grocery shoppers need for convenience.

Other interesting developments this store has featured are the roll away fruit racks designed for grower to store crates to eliminate double handling of fruit, these tend to make for a less attractive display although should improve product quality due to less handling.

The other interesting feature is the 'claytons deli' (the deli you have when you don't have a deli). While in this case they do have a delicatessen, much of the delicatessen case is open to the customer selling pre sliced meats, cryovac packed (looking like it is done in store but most likely done globally like their meat).

John Markham

### The Packaged Liquor Industry Development Trust Fund

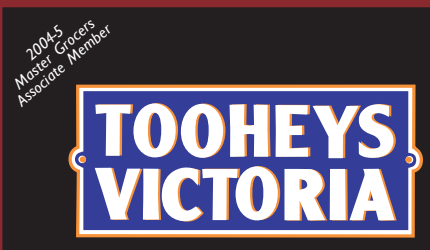


The Packaged Liquor Industry Development Trust Fund was established in late 2002.

It is a \$3M trust fund negotiated with the Victorian State Government and the packaged liquor industry.

The purpose of the trust fund is to ensure that independent packaged liquor licence retailers in Victoria remain a vibrant force in the packaged liquor industry by providing them with advice on business strategies, e-commerce and IT, marketing and merchandising and ensuring that independent liquor store operators are operating at industry best practice through initiatives, such as accreditation programs.

[www.plidtf.org.au](http://www.plidtf.org.au)



## 2005 Expo Calendar

IGA Vic Conference April 2  
Supa IGA Vic Conference June 26-30  
Metcash National Expo July 16-19  
ALSA Conference July 24-30

Fine Food Australia Exhibition including Fine Wine & Spirits. The Sydney International Wine Beer and Spirits Exhibition will be held next at Sydney Convention & Exhibition Centre 12 - 15 September 2005.

## Building a Wine Club Newsletter

Wine Club newsletters are an opportunity to keep pace with direct wine retailing that has taken up a slice of the liquor consumers dollar over the past decade. This trend sadly could well grow even more over the next few years if we don't take up the challenge.

There is not a week that goes by without receiving either a fax, mail or email notification of packaged wine on offer and for every one of these there have to be hundreds more either direct from local wineries or through discount direct vendors. In reality it is much easier to purchase wine today than in the past and this represents a danger to independent retailers who ignore the alternatives that customers are exposed to in the marketplace.

Setting up a database of interested customers is simple. Just ask customers to register and you will have several hundred interested to hear from you with special offers. The difficulty most retailers find is in what to do next.

Ideally you need to talk to your suppliers, perhaps use one per month to piece together a list of offers for the month, then all that is needed is a little bit of artwork and this is either mailed or emailed to the registered customers. It is not difficult, in reality it is really straight forward and could see you block the gap and stop your customers being taken from you because someone has made it easy for them to buy wine deals.

Retailers interested in looking into such a program can contact me. Who knows, if we have a number of interested retailers, the costs of managing such a program for your store could be a little as a few dollars per promotion.

John Markham



The Rutherglen Wine Region is a distinctive viticultural region with a continuous family winemaking history of over 140 years. The unique and reliable climate of cool crisp nights and dry sunny days enable grapes to achieve full ripeness and optimum balance. This provides the winemakers with options for wines of varying yet distinctive regional character.