

# IR Liquor News



## Jan 1 2006 Liquor Deregulation Only Nine Months Away!

In keeping with the major expansion of Pauls Super IGA the Liquor store has undergone an expansion and now supports a smart new look, in time to secure this store's market before the liquor deregulation deadline.

We now only have a few months left to ensure we give our liquor stores the best chance of being able to trade profitably amongst the expanded presence of the chain stores growth when the cap is removed.

Are your customers going to be satisfied with your store when they have many more big format chain stores to compare to?

### What are my responsibilities when selling cigarettes?

Call the Master Grocers for a FREE Training CD or visit:  
[www.health.vic.gov.au/tobaccoreforms/retailers.htm](http://www.health.vic.gov.au/tobaccoreforms/retailers.htm)

## Licensee Obligations 10 Tips for Licensees

- 1 Read and understand your licence.
- 2 Display your licence in a prominent position.
- 3 Ensure Liquor Licensing signage is displayed.
- 4 Plan ahead for any times you need a limited licence
- 5 Train staff in Responsible Serving of Alcohol.
- 6 Promote responsible serving policies to customers.
- 7 Have written policies and procedures for staff.
- 8 Respond quickly and positively to resolve complaints with neighbours.
- 9 Participate in local licensing accords and forums.
- 10 Get to know your local Police Licensing Inspector.

## Bimbadgen Wines Announces New National Distribution Partnership with Rutherglen Wine & Spirit Co.

Hunter Valley wine producer, Bimbadgen Estate has finalised a national distribution arrangement with Rutherglen Wine and Spirit Co (RW & S).

RW & S, with over 25 years of experience within the wine industry, approached Bimbadgen with the view of broadening their portfolio with the inclusion of this quality Hunter brand.

The new arrangement now allows greater service and expansion throughout Australia, with Bimbadgen and RW & S combining sales teams in Sydney and RW & S handling the Bimbadgen portfolio in all other states and territories.

Apart from Bimbadgen wine products, the deal also includes national distribution for Champagne Pannier which is imported into Australia by Bimbadgen, along with Premium New Zealand producer Forrest Estate Wines from Marlborough which will be sold in Queensland and NSW by RW & S under this new agreement.

Bimbadgen has enjoyed a very successful 2004 with a host of wine awards & medals, culminating in the induction within the Hall of Fame at the NSW Tourism Awards for business excellence, after winning this award for three consecutive years.

For further information on RW & S and/or Bimbadgen Wines please contact - Zach Wilson Director, Sales & Marketing  
RW & S P: 03 9646 6666 [www.bimbadgen.com.au](http://www.bimbadgen.com.au)



Please note, this list is compiled from a report issued by Liquor Licensing Victoria for the purpose of advising membership to the number and location of new licenses.

## New Licence Applications Granted

*Bulletin Feb 7 2005*  
Chinatown Liquor - Melbourne  
Island Food Store - Phillip Island

*Bulletin Feb 21 2005*  
Uncorked Wines - Berwick  
Korean Foods - Fitzroy  
The Good Life - Huntingdale  
Southbank Liquor - Melbourne

*The 3 Ravens Brewing - Thornbury*  
*Werribee Cleanskins - Werribee*

*Bulletin March 7 2005*  
*IGA Everyday - Bright*  
*Robin Avenue Liquor - Norlane*  
*IGA Express - Southbank*