

IR Liquor News



Great Opportunity to Attend RSA Training and have a Facility Tour of Alepat Taylor's Facility.

2pm — 4.30pm 400 Victoria Street Brunswick
Tues, 19th April 2005 or 3 May 2005

Alepat Taylor was born from a culmination of over 100 years experience in the wholesale liquor industry in Australia.

Alexander & Paterson was established in 1892 by two Scottish families with the main company focus being wine distribution.

Taylor Ferguson & Co. Pty. Ltd., established in 1898 and a forefather in the industry, went on to become one of Melbourne's greatest wine and spirit merchants.

Now owned and controlled by Carlo Travaglini, Mario Ciampa and Fred Liuzzi, these two companies were merged to form Alepat Taylor.

This reflects the directors' decision to retain the historical tradition of two of Melbourne's oldest wine merchants.

**Call Melissa at the Master Grocers to book
Phone: (03) 9824 4111**

Delivered by the Master Grocers on behalf of Liquor Licensing Victoria these training sessions are vital to ensure your staff are trained appropriately under the law.

Important note 1: The Act now requires that anyone in control of the liquor department at any time must complete this course. You therefore need to have more than one person trained to cover all opening hours.

Important note 2: Those staff who have already completed this certificate in a face to face training session can update their certificate annually on the LLV website and do not have to attend further training sessions. They are of course welcome to attend if this is preferred.

(Chinese and Vietnamese assistance is also available).

Check Master Grocers Web Page for the booking form. www.mgav.com.au



Why should I Planogram My Loose Beer by Trademark and Category?"

Broken case sales are extremely important for Bottle Shops because of their profitability. Did you know loose beer accounts for over three times the number of RTD transactions?

Trademark blocking increases presence for key trademarks that drive consumer appeal and improve the shopping experience.

Segment blocking in turn supports consumer decision-making and can be achieved with trademark blocking to achieve optimum impact

In-store pricing is crucial in influencing both store and brand choice and is still not being considered by so many of our stores. This one point will positively impact your sales when done effectively and to a clean, easy to read, neatly displayed global plan.

Loose beer is very profitable! Here are the statistics. Six packs and singles deliver almost 50per cent of retail category profit and a bonus is that beer is more likely than RTD/Wine/Spirits to be bought with cash, delivering another bonus.

Long Necks at 40per cent can offer a higher retail margin than RTD's. Beer six packs=35per cent. RTD four packs=20-35per cent

Consumers have indicated that the buying decision is becoming increasingly difficult due to:

- The lack of clarity in price communication
- The clutter on shelves
- The apparent lack of order in layouts

Laying out your loose beer space in a manner that supports the consumer decision hierarchy will increase our sales.