

New Regulations and a New Code of Conduct

New Regulations in regard to the prohibition of the supply of certain classes of liquor came into effect on January 1 2006.

Liquor Control Reform (Prescribed Substance) Regulations 2005

The new regulations prescribe alcoholic vapour to be liquor for the purposes of the Liquor Control Reform Act 1998 and are required to enable the prohibition of the supply of "alcoholic vapour".

Alcoholic vapour is consumed using a special device known as Alcohol Without Liquid device ("AWOL device") The AWOL device mixes a shot of alcoholic spirit with oxygen creating a cloudy vapour that can be inhaled. Expert evidence indicates that liquor consumed in this way bypasses the stomach and liver which can lead to direct alcohol damage to the brain. This substance will not be allowed to be supplied in Victoria.

Liquor Control Reform (Prohibited Class of Liquor) Regulations 2003 The Liquor Control Reform (Prohibited Class of Liquor) Regulations 2003, which prohibited the supply of banned substances such as "Moo Joose", are being revoked and transferred to Liquor Control Reform (Prescribe Substance Regulations) 2005 which consolidates the list of all prohibited substances in one set of regulations.

Code of Conduct for Packaged Liquor Licences

A Code of Conduct has been developed for Packaged Liquor Licensees which will form part of their liquor licence.

A draft "Code of Conduct" for Packaged Liquor Licensees has been developed by the Director of Liquor Licensing after extensive consultation with relevant industry bodies and forwarded to all packaged liquor outlets for comment.

The Code of Conduct is intended to establish best practice by licensees in terms of meeting the objectives of harm minimisation, diversity and the responsible development of the industry under the Liquor Reform Act 1998 and in promoting fair and equitable trading practices amongst industry participants.

All packaged liquor licensees have been sent a copy of the draft code and are being asked to comment on the Code to the Director within 28 days before it is submitted to the Minister for Consumer Affairs. All comments will be considered prior to the Code being gazetted.

Consumer Affairs Victoria



Tooheys Extra Dry Screens out the Competition

Following the successful introduction of draught Tooheys Extra Dry in late 2005 the brand has kicked off 2006 with further innovation: the introduction of a new screen printed bottle.



The decision to screen print bottles instead of using traditional adhesive labels puts Tooheys Extra Dry in the esteemed company of international premium brands such as Heineken.

The move is part of a total packaging refresh for the brand that saw new cartons and 6-packs introduced to market in late 2005.

Lion Nathan's Marketing Director - Mainstream, Paul Foster, said the aim of the refresh was to increase the appeal of an already fast-growing brand.

"Tooheys Extra Dry is a brand that's experiencing good growth around the country, including in Victoria where it has grown close to 14 per cent on an MAT basis to November 2005," said Foster.

"The overall design feel is one of quality. It is also vibrant, contemporary and energetic driving impact in-store."

"With the trend toward premiumisation of the mainstream, we know that increasing the quality credentials of a brand, as well as giving drinkers an enhanced sensory experience, are important success factors," he said.

The new packaging retains green as the predominant colour but leans more heavily on the Tooheys trademark - the stag.

"Our consumers told us very clearly that they like the stag. It gives the brand potency and masculinity yet still delivers on a modern feel," said Foster.

"Tooheys Extra Dry continues to build loyalty and support amongst younger adults through innovation at all consumer touch-points," he said. "This latest innovation in packaging, combined with our leading-edge television commercials and well-considered sponsorships such as Big Day Out, are all helping this brand perform which means a win for not only Lion Nathan, but our customers."

Tooheys Extra Dry was first launched in 1994 and is a refreshingly crisp, clean lager. Its dry finish is achieved by an extended fermentation ensuring minimal residual fermentable sugars.

The screen printed bottle will be available to trade from February. To find out more please contact your Tooheys Victoria sales representative or call 13 15 13.