

Congratulations Scarpantoni  
 'The Brothers Block 2006'  
 Cabernet Sauvignon  
 JIMMY WATSON WINNER 2007!  
 Out of a field of 3500 entries,  
 McLaren Vale cult winery  
 Scarpantoni has claimed the  
 highly coveted JIMMY WATSON  
 MEMORIAL AWARD!



Contact: Alepat Taylor for further details.

## LIQUOR News



### Big Liquor Dept's Award

Victorian supermarket retailers are more likely to have a liquor department than any other Australian retailer, so it is no wonder that the best Supa IGA Liquor store in the country is located in Victoria.

The Morgan's Supa IGA supermarket and its IGA Plus Liquor department, located in Delahey a northern suburb of Melbourne, is only a couple of years old. However, the size of the store (350 sq metres) has allowed them to effectively trade successfully within a market so dominated by the mega chain stores.

There are more than 80 chain owned super-sized liquor stores nationally with more openings planned, suggesting that customers are being attracted to the mega store such as they have been with the likes of Bunnings in the hardware trade.

Morgan's approach to selling Liquor through their award winning store comes from massive displays and bulk buying. With any retailing your store must feed the customers perception of being competitive. While price is inevitably a major part of this it is also about aggressive merchandising displays. The rest is up to the exceptional customer service provided by department manager Jimmy Panagiotou.

Neal Morgan says "convenient parking and easy access is the secret to Delahey's success (total Store & Liquor). Its location next to the shopping centre main entry/exit point, close to the main car park and on a very busy road is crucial... location will always be king! The growth & improved perception of the IGA Plus Liquor brand has also been a significant factor".

**VICTORIAN LIQUOR  
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**FORST**  
*Purest Pleasure*

Forst Brewery is one of Italy's most successful breweries, and the quality and tradition of its beers have been enjoyed since 1847. Situated in the Dolomites, it draws on the unpolluted surroundings to create a fresh and pure beer.

A beer in which the malt flavours and strong, attractive aromas are obvious in the first mouthful. Forst Kronen is made following a traditional recipe, which is proof of Forst Brewery's talents.

'Forst Kronen is available at your local liquor outlet, restaurant and cafe!'

Trade enquiries:  
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