



## Victorian Responsible Service of Alcohol CD!

In conjunction with the William Angliss Institute, Master Groccers Australia has available a CD-Rom course to obtain your Victorian Responsible Service of Alcohol (RSA) certificate.

Having trouble getting your employees to a RSA course? Or getting them all together at the same time for face-to-face delivery? Then this is the answer for you. All you need is a computer, internet access and the CD.

The cost to do the course via CD-Rom is \$66 for MGA members. Prices are inclusive of GST.

For further information or if you would like to order the course for your employees please contact Michael or Allison at our office on 03 9824 4111. Alternatively log on to our website or email [training@mga.asn.au](mailto:training@mga.asn.au)



## De Bortoli a Must Visit

A visit to the beautiful De Bortoli Winery located at Dixons Creek in the Yarra Valley, just an hour from Melbourne, is a must for any Melbourne liquor store.

The Yarra Valley has a rich history of viticulture and wine making that goes back 150 years. Brett Stanley, Hospitality and Tourism Manager for De Bortoli (pictured above), often conducts tours of the vineyards and the extensive wine making facilities proudly explaining the heritage of this famous wine making family.

The property was purchased by the De Bortoli family in 1987 and is now 150 hectares in size. The vineyard has a good mix of varieties including Chardonnay, Riesling, Semillon, Pinot Noir, Cabernet Sauvignon, Merlot and Shiraz as well as lesser known varieties such as Viognier. Brett emphasised the new direction De Bortoli has been taking in regard to viticultural and winemaking practices by moving toward more organic, higher input viticultural practices in the belief that better soil and plant health will produce more sustainable vines and higher fruit quality.

Brett Stanley and the team often conduct tours for retailers and staff members wanting to better understand wines. The winery is well worth a visit, its proximity to Melbourne makes it an ideal day trip and their restaurant is well worth a meal.

## What's ON in 2008

SHOPEX'08 will showcase cutting edge retail solutions and market-leading technologies including shopfit design, loss prevention, in-store marketing, supply chain, inventory and stock control, POS solutions and business services.

MELBOURNE FEBRUARY 2 – 5 February 2008  
Melbourne Exhibition & Convention Centre

SHOPEX BRISBANE JULY 12 – 15 July 2008  
Brisbane Convention & Exhibition Centre

Customer Club Loyalty Programs have been a fundamental part of the independent supermarket point of difference in marketing since the early 1990's.

Mark Promotions have been a major part of this process since creating the bar coded key tag and the pre-coded application form.

For the full story on Customer Club [www.CustomerCLUB.com.au](http://www.CustomerCLUB.com.au)

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