



IR

Independent Retailer

One of Australia's unique strengths is its ability to grow lots of different grape varieties in the numerous premium wine growing regions across the country. Many regions have built their reputation on the back of maybe one or two varieties. One such region is the Barossa, which has built an international following on the big, bold and powerful Shiraz style it typically produces.

The Barossa is one of Australia's oldest and most established wine growing regions and is a great mix of established iconic wine brands such as Wolf Blass, Yalumba, Peter Lehmann, Grant Burge and Henschke and the more contemporary "cult" producers such as Two Hands.

Although more recognised for Shiraz, often the wine drinker prefers the cabernet sauvignon grown there. The Barossa contains two major areas; the warmer Barossa Valley and the cooler, high altitude area of Eden Valley and even within these areas we have varying micro-climatic conditions that produce fruit with differing structures and flavours even from such a relatively small area. We often see sensational cabernet sauvignon, especially from the cooler vintages and often the wine drinker prefers this rounder, fruitier, softer style of cabernet than the leaner, and more tannic styles produced from the more classic cabernet areas such as the Coonawarra. And that is okay, that is the reason why Australia does grow most varieties in most regions, to give the wine drinker a real choice, not only in regions, brands but also in varieties from their favourite regions. We just need to keep educating the drinker about them. And for the record, my favourite Barossa wines are: Saltram Mamre Brook Cabernet Sauvignon, Wolf Blass Gold Label Shiraz and the Shadowood Chardonnay [Eden Valley].

Trading up to the regions

One of the challenges facing the Australian wine industry, both domestically and internationally, is that of further educating the consumer about wine. This would hopefully lead to them "trading up" when making their next wine selection. This is not to say that what they are drinking now is not good wine, far from it, but there is no doubt that wine is like many other categories. As one becomes more experienced or knowledgeable about something, or even consumes it more often, they can often look to buying more premium examples for different occasions and uses.

As a wine drinker becomes more interested and involved in wine attend tastings, read wine reviews, visit wineries etc., they start to understand the role of wine regions. For some, the region often becomes their number one criterion in wine selection. How often have we heard, "I love Coonawarra Cabernet" or "I am after a New Zealand Sauvignon Blanc"? Once the wine drinker starts to think about regions, there is a greater chance they will try something new and maybe also spend more at the cash register.

MGA Announces proactive initiative for the Retail Packaged Liquor Industry

The Australian Liquor Stores Association (ALSA), of which MGA is a board member, wishes to address two areas of concern confronting packaged liquor retailers:

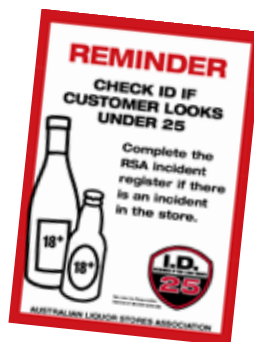
- Selling liquor to persons under the age of 18 – asking for proof of age
- Secondary sale of packaged liquor for minors – persons or parents purchasing alcohol on behalf of minors.

MGA would like to remind members that you need to be particularly rigorous regarding compliance. If there is a breach, heavy fines may apply to offending liquor licensees.

ALSA has launched two initiatives:

"ID 25"

"Don't Buy It For Them"



The ID 25 initiative will provide an improved margin for error for retailers, as it is often difficult for staff to identify if a young person is over 18 years old. In-store posters, decals and badges for staff to wear will be produced and distributed to alert liquor store customers that they may be asked to show their ID.

The "DON'T BUY IT FOR THEM" initiative has been developed to help educate parents and other adults on the problem of secondary supply. "DON'T BUY

IT FOR THEM" advises adults that they have a responsibility when considering purchase of alcohol beverages for underage teenagers. The striking in-store signs highlight the penalties that exist and act as a reminder for the parent or other adult and for liquor store staff that there are consequences if they supply alcohol to anyone under the age of 18 years.

Please watch out for these point of purchase items in your mail bags and display them in your liquor store.

