

**SENATE COMMUNITY AFFAIRS COMMITTEE**

**INQUIRY INTO READY-TO-DRINK ALCOHOL  
BEVERAGES**

**Australian Hotels Association**  
WESTERN AUSTRALIA

**PREPARED BY  
AHA(WA) CEO BRADLEY WOODS**

## EXECUTIVE SUMMARY

The Australian Hotels Association (WA) is in full support of the Commonwealth Government's campaign to reduce the incidence of binge-drinking and alcohol-abuse in Australian society.

The Association would support and welcome a coordinated approach to the issue that is based on education and prevention strategies, research and consultation. The AHA (WA) is committed to the goal of reducing alcohol misuse and abuse.

However, due recognition of the role and personal responsibility of the individual should be forthcoming in any debate relating to binge-drinking and the abuse of alcohol amongst teenagers.

The liquor industry, in general, could be incorporated as a powerful tool by the Commonwealth in delivering key messages targeting binge-drinking and alcohol abuse.

The most successful social marketing campaigns incorporate peer-to-peer channels of communication as opposed to messages simply imparted by regulatory organisations.

When targeting binge-drinking and the misuse of alcohol, it is imperative to acknowledge that we are trying to communicate and change the behavioural patterns of a minority of Australians. The vast majority of society consumes alcohol responsibly without causing harm or ill-health to others.

To date the Commonwealth Government's approach to the binge-drinking issue has been disappointing. Instead of placing the binge-drinking agenda on the table of every liquor producer, distributor and industry body through a coordinated process of consultation – a process which could have resulted in a strategy that had the wholesale support of the industry – the Commonwealth Government has simply chosen to try and tax a social problem out of existence.

Despite giving an undertaking in March 2008 that the Commonwealth was not considering any increases in alcohol excises in order to make products more expensive, the Federal Minister for Health announced in April – without any consultation with the liquor industry, or any warning provided to the community – that there would be an immediate increase to the excise of pre-mixed alcohol products, which have subsequently been labelled 'alcopops'.

This 'initiative', which was dressed up and sold to the Australian society in the guise of targeting binge-drinking and being in the best interests of the nation's health, was cynically announced

during the ANZAC Day long weekend while the Nation was distracted by an extended break from work.

In doing so, the Commonwealth Government has alienated the community, the industry and diluted its health agenda by presenting the entire community as binge-drinking consumers of 'alcopops'.

It is the opinion of the AHA (WA) that the 70 per cent increase in taxation has very little to do with initiating a program designed to curb binge-drinking and benefit the health of the majority of Australians. Instead, the Commonwealth Government has undertaken a pessimistic strategy to raise-revenue through taxation increases that will further disadvantage working people, who are not binge-drinkers, while failing to present one tangible shred of evidence to suggest that they have any prevention or education programs in the pipeline.

As a result of the tax hike, there has been a decrease in the volume of pre-mixed alcohol products sold, but a sharp spike in the sales of straight spirits.

This has resulted in people engaging in mixing their own spirit-based drinks without the assurance of consuming a particular standard measure.

When announcing the Commonwealth's 'new national strategy on to address the binge-drinking epidemic among young Australians', the Prime Minister referred to the 2005 Australian Secondary Students' Alcohol and Drug (ASSAD) Survey, which indicates that one-in-ten 12-17 year olds admit to engaging in binge-drinking or drinking at risky levels on a weekly basis.

In isolation, the fact that 12 year olds are consuming alcohol is abhorrent. However, the alcohol-consumption patterns of minors should not form the foundation for a taxation increase in alcoholic beverages, or a binge drinking campaign designed at targeting the wider community.

The alcohol-consumption patterns of minors should form the foundation for a campaign that targets parents who have little ability, or little intent on controlling their children. The Commonwealth Government has simply provided bad parents with another opportunity to shift the blame for their children's bad behaviour and their own inadequacies as responsible and appropriate role-models.

In forming its strategy against binge-drinking, the Commonwealth had made a commitment to formulate a community-wide response to a community-wide problem. It would appear the Commonwealth Government fails to consider the liquor industry as part of the community.

#### **LACK OF EVIDENCE PROVIDED**

- There is no evidentiary support for increasing the excise on pre-mixed alcohol products. The Commonwealth Government has consistently highlighted binge-drinkers as being young females, yet all the evidence suggests the real consumers of pre-mixed alcohol products are 25+ single males;
- There has been no evidence presented by the Commonwealth that links the price structure of the pre-mixed alcohol market with binge-drinking;
- There has also been no evidence presented by the Commonwealth that links the increasing popularity of the pre-mixed sector with problem drinking patterns in young drinkers;

#### **YOU CAN'T SIMPLY TAX A SOCIAL PROBLEM INTO EXTINCTION**

- Taxation changes on alcohol products should only be considered when the changes are based on the best available evidence; there is broad consensus in relation to that evidence from numerous sectors, not just the health sector which is aligned to the Commonwealth Government; there is reliable evidence suggesting the taxation increases will achieve the objectives of the strategy; and the taxation increases will not result in shifting the problem to other substances;
- An independent inquiry into 'alcopop' taxation commissioned by the New Zealand Ministry of Youth Development in 2004, concluded... *“that if the tax on flavoured alcoholic beverages was increased, teenagers would simply shift to drinking other products.”*<sup>1</sup>
- The independent inquiry into 'alcopop' taxation commissioned by the New Zealand Ministry of Youth Development, concluded... *“Binge drinking is the problem that needs to be addressed, both for teenagers and adults. Policy around alcohol should focus on*

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<sup>1</sup> Inquiry: Should alcopops be taxed higher than other alcoholic beverages to reduce teenage drinking, available: <http://www.myd.govt.nz/uploads/docs/20.8.1%20yp04-alcopops-report.pdf>,

*addressing this problem drinking, rather than those who drink in a responsible manner. However, the community will need to lead any change in attitude to drinking — legislation and taxation cannot achieve a cultural shift. Teenagers also need to responsibility for their actions.”<sup>2</sup>*

- The independent inquiry into ‘alcopop’ taxation commissioned by the New Zealand Ministry of Youth Development, concluded... *“Adults need to understand the content of the drinks they are supplying to teenagers, and take responsibility for the way those teenagers then consume that alcohol. In that respect flavoured alcoholic beverages are less harmful than teenagers mixing their own drinks, as the quantity of alcohol in each drink is clearly labeled.”<sup>3</sup>*
- The independent inquiry into ‘alcopop’ taxation commissioned by the New Zealand Ministry of Youth Development, concluded... *“If flavoured alcoholic beverages were taxed to increase their price, that could actually cause harm by encouraging teenagers to mix their own drinks. It might also encourage an increase in home brew, where the drinks produced are of unknown alcohol content. We are concerned that price increases could also lead to teenagers stealing alcohol, or the money to purchase alcohol, from their parents, and to an increase in shoplifting.”<sup>4</sup>*

#### **PRICE COMPARISON SUPPORTS A SHIFT IN THE PREFERRED PRODUCT**

- Increasing the taxation rate for RTD products simply makes it more cost-effective for people determined to get drunk, or determined to abuse alcohol to purchase straight spirits, without the guarantee of knowing the exact measure of alcohol they are consuming with each individual drink;
- For example, a generic 700ml bottle of bourbon purchased from a hotel bottle shop costs the consumer approximately \$30 and contains approximately 23 standard drinks (30ml). A bottle of cola costs approximately \$3. A carton of RTD bourbon and coke costs approximately \$60 and contains approximately 25 standard drinks;

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<sup>2</sup> Inquiry: Should alcopops be taxed higher than other alcoholic beverages to reduce teenage drinking, available: <http://www.myd.govt.nz/uploads/docs/20.8.1%20yp04-alcopops-report.pdf>,

<sup>3</sup> Inquiry: Should alcopops be taxed higher than other alcoholic beverages to reduce teenage drinking, available: <http://www.myd.govt.nz/uploads/docs/20.8.1%20yp04-alcopops-report.pdf>,

<sup>4</sup> Inquiry: Should alcopops be taxed higher than other alcoholic beverages to reduce teenage drinking, available: <http://www.myd.govt.nz/uploads/docs/20.8.1%20yp04-alcopops-report.pdf>,

- The cost per glass of the ‘pour your own’ product of bourbon and cola works out to be approximately \$1.43, while the cost per glass for the pre-mixed alternative is approximately \$2.40;
- Outlined in ‘SUPPORTING MATERIAL’, which highlights price comparisons for alcoholic beverages sold by off-premise outlets, are clear illustrations of the value-for-money-straight spirit products now represent.;
- Some off-premise outlets are now selling a bottle of straight spirits and a bottle of mixer (soft drink) as a package, which clearly outlines the disparity in the pricing structures and the ‘value’ of the ‘pour-your-own’ products;

#### **RISK IN NOT BEING ABLE TO CONTROL THE LEVELS OF ALCOHOL INGESTED**

- United States research has from 2005 shown that... *“college students tend to put too much alcohol into what is considered a ‘drink’ likely leading to inaccuracies in self-reported consumption.”*<sup>5</sup>
- The research... *“confirms that college students tend to overestimate volumes, over-pour drinks and under-report levels of consumption”*<sup>6</sup> when relied upon to mix their own drinks instead of consuming pre-mixed alcohol products that are produced in specific standard drink measures;

#### **INCONSISTENT INFORMATION**

- Alcohol consumption data, which targets drinking patterns should differentiate between at-risk categories within each age group;
- The Federal Government’s agencies responsible for the collection of data relating to consumption and production patterns needs to collaborate with industry to establish a defined and accurate system for collecting data;

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<sup>5</sup> Alcoholism: Clinical & Experimental Research. 29(4):631-638, April 2005.

*White, Aaron M.; Kraus, Courtney L.; Flom, Julie D.; Kestenbaum, Lori A.; Mitchell, Jamie R.; Shah, Kunal; Swartzwelder, H Scott*

<sup>6</sup> Alcoholism: Clinical & Experimental Research. 29(4):631-638, April 2005.

*White, Aaron M.; Kraus, Courtney L.; Flom, Julie D.; Kestenbaum, Lori A.; Mitchell, Jamie R.; Shah, Kunal; Swartzwelder, H Scott*

## ALTERNATIVE STRATEGY

- Simply increasing the taxation levels on alcoholic products is not the panacea curbing binge-drinking and stopping minors from abusing liquor;
- The Commonwealth Government has committed to formulating a community-wide response to a community-wide problem and should follow through on its commitment by:
  1. Working in partnership with the liquor and hospitality industry to develop and implement strategic initiatives targeting at-risk groups who are determined to binge-drink and abuse alcohol. These strategies need to include pro-active education, prevention and rehabilitation campaigns that include on and off-premise communication channels involving above and below-the-line tools and tactics;
  2. Working in partnership with the producers of pre-mixed alcohol products to define clear parameters relating to what types of products can be produced;
  3. Providing clear guidelines relating to the marketing and advertising of alcohol products relating to how pre-mixed products in particular can be marketed;
  4. Endorsing stricter trading practices on multinational retail chains that are able to operate profitably despite practicing the principle of 'lost litres' and heavily discounting bulk liquor purchases;
  5. Targeting individual responsibility;
  6. Targeting parents who find it acceptable to provide minors with alcohol.

## **CONCLUSION**

As a strategy to curb binge-drinking and alcohol abuse in young people, raising the excise on a pre-mixed alcohol products is naive at best and negligent at worst.

Is the issue with binge-drinking what people drink, or how they drink and how they act when intoxicated? Ask any intelligent person on the street and they will reply in the affirmative for the latter.

The Commonwealth should be applauded for initiating the initial salvos in the war on binge-drinking, even if the first rounds have been profoundly misdirected and lacked reinforcement.

But there needs to be an acknowledgment that simply raising taxes on pre-mixed alcohol products will cure society's inebriated ills. In isolation, it is a cynical measure that insults those who do not have an issue with alcohol consumption, particularly the consumption of pre-mixed products, and one which is simply shifting the focus of binge-drinkers onto straight spirits and wine-based products.

Furthermore, aligning the taxation rate of other alcohol products with the excise on pre-mixed products unfairly discriminates against those who do not abuse alcohol and has the potential to encourage young people to cheap and accessible illicit substances.

Instead there is a significant opportunity for the Commonwealth, the community and the industry to work together in partnership to target binge-drinkers of any age, hotel patrons and society in general to define and implement clear social, behavioural guidelines for generations to come.

Collectively, we should be initiating short, mid and long-term strategies that realign the behaviour of an at-risk minority with the overall expectations of society.



SUPPORTING INFORMATION - PRICE COMPARISONS

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World 30

## Moral thaw destroying Britishness, says cleric

**LONDON**  
The decline of Christian values was destroying Britishness and had created a moral vacuum that was being filled by radical Islam, Church of England Bishop of Rochester Michael Nazir-Ali claimed yesterday.

He wrote in the political magazine *Standpoint* that the British social and sexual revolution that began in the 1960s led to a catastrophic decline in the influence of Christianity over society which Church leaders failed to halt. Britain had become gripped by the doctrine of endless self-indulgence which was leading to the destruction of family life, rising levels of drug abuse and drunkenness, and violence on the streets.

He warned that while traditional values could not be restored by politicians' watchwords of "respect and tolerance", radical Islam was moving in to fill the void created by the decline of Christian ethics.

Days earlier, Dr Nazir-Ali accused the Church of England of failing in its duty to convert British Muslims to Christianity.

He is a leading Church conservative and his claims will put him further at odds with the Archbishop of Canterbury, Rowan Williams, who has been at pains to promote better relations between Muslims and Christians and who said this year that the adoption of some elements of sharia, or Islamic law, could not be avoided.

Dr Nazir-Ali's article comes after Islamic extremists in south-west England were said to have radicalised a young man to carry out a bomb attack on a family restaurant and a week after the knife murders of two more London teenagers, taking the total for the year to 29.

A string of recent official reports have also provided evidence to back Dr Nazir-Ali's claims. One study showed that nearly half of newly married couples would end up divorced and another showed that the number of people requiring hospital treatment for alcohol abuse had more than doubled since 1995.

Dr Nazir-Ali's article said that Britain was once a "rabble of mutually hostile tribes" which could never have become a global empire without the arrival of Christianity.

But he said that the influence of the Church began to wane during the 1960s after centuries of defining the country's beliefs and culture.

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THE WEST AUSTRALIAN

World 32

# Tutu calls for halt to Hamas attacks

GAZA CITY

Nobel peace prize winner Desmond Tutu has urged a senior Hamas leader in the Gaza Strip to end rocket attacks by militant groups against Israel.

Archbishop Tutu, leading a United Nations fact-finding mission to the Hamas-run Gaza Strip, also said he was moved to tears by the "unacceptable" situation in the Palestinian territory that is under a tight Israeli blockade.

He said on Tuesday that he had asked Hamas Prime Minister Ismail Haniyeh: "Can you stop the firing of rockets into Israel?"

The fact-finding mission was looking into the killing of 19 Palestinian civilians in an Israeli artillery attack in 2006.

"The incident we are meant to investigate was a violation of human rights in the fact that civilians were targeted," Archbishop Tutu said. "We have said to the Prime Minister (Mr Haniyeh) that, equally, what happens with rockets fired at (the Israeli town of) Sderot is a violation."

He also condemned the blockade Israel says it is imposing in a bid to pressure the Hamas authorities to end the attacks by militants.

"For us, what is happening in Gaza is unacceptable," Archbishop Tutu said after a 40-minute meeting with Mr Haniyeh. "We have already seen and heard enough to move us to tears."

Israel refuses to talk directly to Hamas because it blacklists the Islamist group as a terrorist organisation. However, Egypt has been mediating between the two in a bid to achieve a truce in and around the Gaza Strip.

Archbishop Tutu, a prominent anti-apartheid activist when South Africa was under white minority rule, said it was crucial that the two sides negotiated.

"That was our experience in South Africa," he said. "Peace came when former enemies sat down to talk."

The UN team was due to visit Beit Hanun yesterday, where the deaths in 2006 occurred, to interview witnesses and survivors. The team will prepare a report to present to the UN Human Rights Council in Geneva.

The Israeli attack on November 8, 2006, was widely condemned by the international community for killing 19 civilians, including five women and eight children, in their homes.

In February, the Israeli army announced that charges would not be brought against soldiers over the attack. After an internal investigation, the army concluded that the shelling of the civilians' homes was "a rare and grave technical error of the artillery radar system". The army said it had been aiming its artillery at an area from which Palestinian militants were firing rockets at Israel.

The UN Human Rights Council decided to send a team to the strip to investigate the killings but Israel refused to grant visas. Archbishop Tutu circumvented the restrictions by driving to the Palestinian territory through Egypt.

# China counts quake cost to cultural treasures

BEIJING

Temples, ancient pieces of pottery and the famed Terracotta Warriors were among priceless cultural treasures damaged or destroyed in the devastating earthquake in China this month that killed more than 62,000 people, state press reported yesterday.

The quake on May 12, measuring 8 on the Richter scale, damaged 1645 cultural relics in worst-hit Sichuan province alone, including 148 regarded as precious, the Xinhua news agency said.

One of those severely damaged was the 2000-year-old Erwang Temple, Xinhua reported. It was built to honour two ancient kings and was a popular tourist destination until the quake.

A further 239 relics were severely damaged in the neighbouring provinces of Shaanxi and Gansu as well as in Chongqing municipality, Xinhua said, citing China's Cultural Heritage Administration.

Tong Mingkang, the administration's deputy head, said experts from all over the country would gather in the affected areas to help restoration work.

In Shaanxi, to the north-east of the quake zone, seven Terracotta Warriors sustained minor damage and three were destroyed, state press reported.

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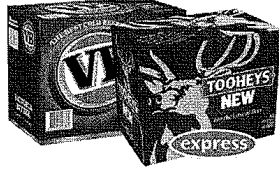
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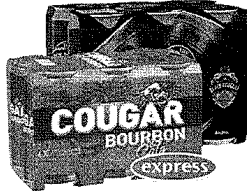
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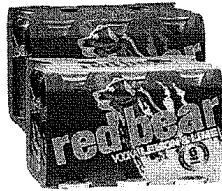
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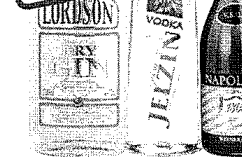
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Red Bear Premix 6x375ml Cans. SAVE \$4



**ANY 2 FOR \$50**  
Great Masalady Scotch Whisky, Longhorn Kentucky Bourbon, Napoleon French Brandy, Lordeuse Dry Gin or Jada Vodka 2x700ml. SAVE UP TO \$14



**\$29.99**  
Johnnie Walker Red Label Scotch Whisky 700ml. SAVE \$9



**\$35.99**  
Wild Turkey Bourbon 86.8% Proof 700ml. SAVE \$5



**ANY 2 FOR \$24**  
Bacardi Breezer Premix 4x275ml Bottles. SAVE \$8



**ANY 2 FOR \$18**  
Jacob's Creek Sparkling Wines 750ml. SAVE \$5



**\$5.99**  
Half Mile Creek Wines 750ml. SAVE \$4



**\$7.99**  
Long Flat Wines 750ml. SAVE \$2



**\$9.99**  
Boughton Wines 750ml. SAVE \$3



**\$14.99 ea**  
Jacob's Creek Reserve or Secret Stone Wines 750ml. SAVE UP TO \$6



**ANY 2 FOR \$20**  
Penfolds Koonunga Hill Wines 750ml. SAVE \$22



For your closest Bottlemart Call 1300 364 441 or SMS the name of your suburb to 199 44 666.  
For Bottlemart Express Call 1300 663 311, or SMS the name of your suburb to 199 44 555 or visit [www.bottlemart.com.au](http://www.bottlemart.com.au)



**Close to you.**

Bottlemart  
Beers available until Saturday May 31st, 2008. All other specials available until Saturday June 7th, 2008 or while stocks last. SMS calls cost 85c. Images are for illustrative purposes only. \*Price applies to metro stores only.  
**express** Also available at Bottlemart Express.





SUPPORTING INFORMATION – PRICE COMPARISONS

# Right Price, right range, right around the corner.

**24 PACK**  
**\$29<sup>99</sup>**  
Carlin Mid  
24x375ml  
Stubbies



**24 PACK**  
**\$32<sup>99</sup>**  
Carlin Cold  
24x375ml  
Stubbies



**2 FOR**  
**\$70**  
Carlin Draught  
24x375ml Stubbies



**24 PACK**  
**\$45<sup>99</sup>**  
James Beag's Premium  
24x375ml Stubbies



**30 BLOCK**  
**\$42<sup>99</sup>**  
Victoria Bitter  
30x375ml Cans



**6 PACK**  
**\$16<sup>99</sup>**  
UDL  
6x375ml Cans



**6 PACK**  
**\$21<sup>99</sup>**  
Bundaberg UP Rum  
& Cola  
6x375ml Cans



**4 PACK**  
**\$14<sup>99</sup>**  
Southern Comfort & Cola  
4x375ml Cans



**6 PACK**  
**\$28**  
Wild Turkey & Cola  
6x375ml Cans



**4 PACK**  
**\$17<sup>99</sup>**  
Smirnoff Ice Double Black  
4x375ml Bottles



**6 PACK**  
**\$14<sup>99</sup>**  
Heineken 6x330ml  
Stubbies



**\$37<sup>99</sup>**  
Wild Turkey  
6x375ml Proof  
700ml



**\$29<sup>99</sup>**  
Grant's Scotch  
Whisky 700ml



**\$31<sup>99</sup>**  
Southern  
Comfort 700ml



**\$30<sup>99</sup>**  
Bacardi Rum  
700ml



**\$40<sup>99</sup>**  
Jagermeister  
700ml



**6 PACK**  
**\$6**  
Coca Cola  
6x375ml Cans



**ANY 3 FOR**  
**\$18**  
100% Wild  
Crack Wines  
750ml



**\$16<sup>99</sup>**  
Taylors Estate  
Wines 750ml



**\$15<sup>99</sup>**  
Erans & Tate  
Classic Wines  
750ml



**\$17<sup>99</sup>**  
Stoneleigh  
Marlborough  
Wines 750ml



**\$10<sup>99</sup>**  
Janoff's Creek  
Sparkling Wines  
750ml



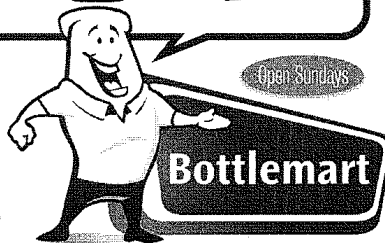
**\$17<sup>99</sup>**  
Harrys Reserve  
3L Casks



10% OFF WINE WHEN YOU BUY FOUR OR MORE BOTTLES OF WINE.

Armadale - Armadale Tavern	0380 2515	Fransant - Moonshine Joes	9430 5513	Morley - The Beer Store	9276 1811
Atlanta - Legends Bar & Bottleshop	8330 1672	Fransant - Sawview Tavern	9335 2259	Mt Hawthorn - Paddington Alp House	9042 3077
Balcatta - Odin Tavern	8345 3315	Forrestfield - Forrestfield Tavern	9453 9129	"Dorothy" Pass - UP's Tavern	9413 3314
Balclutha - House of Bourbon Bottleshop	9340 1677	Geelongville - George's Grog	9874 6664	Osborne Park - Osborne Park Hotel	9343 3211
Bassendean - Ambassador Tavern	9377 1387	Gidley Bay - Golden Bay Liquor Store	9537 2077	Perth - Citizium Hotel (Dunoon Coker)	9225 5228
Bassendean - Bassendean Hotel	9379 1066	Gosnell - Courtfield Tavern	9398 3876	Perth - Perth Hotel	9992 1828
Bassendean - Beeches Tavern	9379 3888	Gosnell - Southern River Tavern	9398 2180	Perth - Perth Hotel	9992 1828
Bellamy - Bellamy's Bar & Hotel	9277 1413	Hamilton Hill - Hamilton Hill Tavern	9277 2011	Perth - Perth Hotel	9992 1828
Bromo - Bromo's Bay Hotel	9182 1211	"Janet" Bay - Janet Bay Liquor	9652 1172	Perth - Perth Hotel	9992 1828
Byford - Byford Tavern	9525 4090	Kewdale - The Gray Mile	9452 2911	Perth - Perth Hotel	9992 1828
Carling Vale - Brooklands	9140 9177	Konrad - Burridge Tavern	9342 6289	Perth - Perth Hotel	9992 1828
Coorup - Coorup Hotel	9337 4588	Kwinana - Kwinana Lodge Hotel	9419 2555	Perth - Perth Hotel	9992 1828
Como - McHenry Tavern	9450 7709	Langford - Posters Tavern	9356 1981	Perth - Perth Hotel	9992 1828
Craigie - Craigie Tavern	9491 7707	Madingley - Madingley Tavern	9499 0244	Perth - Perth Hotel	9992 1828
Dandenong - Dandenong Hotel	9276 0777	Manjimup - Manjimup Tavern	9300 2622	Perth - Perth Hotel	9992 1828
East Perth - Carlton On High Hotel	9221 5822	Midland - The Junction Hotel	9290 1930	Perth - Perth Hotel	9992 1828
Ferndale - Lynwood Arms Hotel	9451 8577	Mullaloo - Mullaloo Beach Hotel	9421 8411	Perth - Perth Hotel	9992 1828

\*Closed Sundays



Open Sundays

**Bottlemart**

Close to you.  
[www.bottlemart.com.au](http://www.bottlemart.com.au)

Specials available until Saturday, June 7th, 2008 or while stocks last. SMS calls cost 55c. Images are for illustrative purposes only. Prices may vary in country areas due to freight. Prices may vary in country areas due to freight. Some products not available in remote areas due to local liquor accounts. \*Savings based on core price. We reserve the right to limit sales to normal retail quantities.