



GULF BREWERY

1/13-15 Mt Barker Rd
Hahndorf, SA 5245
08 8388 1221

RE: Liquor licensing reform - sale of wine in supermarkets

Dear panel.

Gulf Brewery is typical of many small microbreweries in the state of South Australia. The industry is small in SA, but is growing at a rapid rate. The microbreweries are all about low volume, craft beer which differs significantly in taste and price from the mainstream beers which dominate the market. We are a tourism destination for many in South Australia, no different to the wineries. Our typical customers are tourists that visit our premises, taste our range and then purchase beer for consumption in their own homes.

In the discussion paper, it states

"Small to medium sized wine producers currently face difficulty in getting their wine on the shelves of retail liquor stores, which has a direct impact on their ability to access the retail liquor market"

This also applies to small and medium microbreweries. There are very few craft breweries that can sell through the Woolworths and Coles owned outlets. We don't even approach hotels that are owned by Woolworths

Although the intent of the legislation is to allow greater access for the smaller wine producers, what is going to stop the multinational wine companies from dominating the shelf space within the supermarkets?

We would support this legislation if supermarkets were only allowed to **sell South Australian produced liquor products** (wine, beer, cider). This would put a focus on the great products of South Australia and allow our state economy to flourish.

We would like to see this market opened up to microbreweries in South Australia as well as the wineries.

Yours Sincerely

Peter Fitzsimons

Director

Gulf Brewery Pty Ltd