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**From:** Michael Andrewartha  
**Sent:** Friday, 15 March 2013 10:52 AM  
**To:** AGD:LLP Submissions  
**Subject:** Wine in Supermarkets

I am writing to you in relation to the impending and what I believe to be ludicrous proposal that will allow supermarkets to sell wine.

There are many issues that I can see here – in fact too many to mention – so I'll try and keep it brief and to the point.

The first and major issue is surely control! Already, between Wesfarmers and Woolworths Limited they have 70% of wine sales in this country; so considering how many supermarkets they currently own, this

It doesn't require much thought to realise what this will do to the producers and of course what little avenues the really small producers will have considering they are not 'supermarket friendly' wines.

Leading to the point, that the four largest wine companies will dominate supermarket shelf space when they buy all the available space – making it so much harder for the small wineries to find outlets for their product (being involved in this industry we know that the big companies, cannot handle small volume wines due to their infrastructure and hassle it takes to load new labels)

And won't predatory pricing come in to play in a manner we haven't seen before?

Giving supermarkets a liquor license will wipe millions of dollars off the price of our small businesses - many owned by families. If you include the IGA stores there will be further de-valuing of our licences: licenses that we fought to get and had to prove our need. A lot of licensees paid big money to get these licenses and now someone wishes to hand them out willy-nilly to simple supermarkets. Essentially our small businesses won't be worth anything.

Another issue is one of image and portrayal. What message are you sending to the children with milk, bread and alcohol being sold on the same shelf? Is this a level of complacency in our society?

It is whispered that there is a deal done in the corridors of government to keep the supermarkets happy, with no thought to the impact on small business in Adelaide. The family and independently owned bottle shops offer a great range of small family owned wineries with a great deal of knowledge on the shop floor – there is a great risk they won't be with us if wine is available on every street corner. Are we trying to dumb down our wine industry or promote it? Surely we'll end up with ill-informed children in the supermarket not knowing the ins-and-outs of the wine and the true meaning of artisan winemaking.

There were 100,000 reported cases of alcohol fuelled violence last year, costing hundreds of million dollars and they wish to make alcohol even more available, in even more locations!?

Small, independent retailers and the small wineries need your support! Small business is the life blood of any society and as such, with this there will be a dilution of our market place.

Do we really want to end up in a supermarket society, with no choice or shops with flair and personality?

If you have the time, I'd love to be able to discuss this issue further in person, or over the phone.

I look forward to hearing from you.

Regards,  
Michael Andrewartha

Proprietor  
**EAST END CELLARS**