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Sent: Monday, 25 February 2013 11:21 AM
To: AGD:LLP Submissions
Subject: Submission - Wine in Supermarkets Proposal

Wine in Supermarkets Proposal

Legislative Services

Attorney-General's Department

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I am from a wine producing company.

I hear my fellow winemaker brethren saying '*yippee!* - *we will soon be selling lots of our wine through our local supermarkets!*' Oh yeah !

There is a certain naivety displayed in this proposed legislation about this push by "local" supermarkets " *acting in the best interests of South Australian wine producers* " to sell "South Australian bottled wine" in their stores ☐

This is just a first step for "local" supermarkets to stock liquor in general ☐ and eventually it won't matter to these supermarkets whether it is liquor from big or small producers, local or foreign (anything outside of the local region that supermarkets like us to believe is what this proposed legislation is all about ☐ '*supporting local winemakers!*').

Baloney !

And that is exactly what will happen with wine brands ☐

This legislation is just giving the supermarkets a foot in the door to eventually sell any alcohol from anywhere .

It will be by attrition in legislation that eventually it will be mainly the big boys who will supply these supermarkets with wine products. .

This proposed legislation will lead to more of the same in our own territory ...

Legislators, Attorneys General, etc should be putting their energies into cleaning up this monopolistic, bully-boy scene before opening more doors for more of the same.

I do wonder what the ACCC will say to this anti-competition policy of limiting wine sold in these supermarkets just to 'local/regional/South Australian' produce only ?

And what constitutes local/regional/South Australian wine ?

I have no argument with those big companies and their mass produced wines, but let's not kid ourselves this proposed legislation is about giving the local wine companies a leg-up in the longer term, any more than what they do now for the local wine companies.

I would much prefer to see the subject of stand-alone bottle shops and cellar door sales given a bit more thought.

In our finite South Australian communities, a supermarket stocking wine = a bottle shop or cellar door closing. No net gain.

And local supermarkets stocking wine means local restaurants and tourism facilities often purchase there at the cheapest price and another local wine wholesale channel closes.

Oh yippee cheaper prices for the consumer, we hear people cry and governments proudly announce ☐. but they don't give a thought to another local producer crying because he/she is seeing their markets gobbled up yet again by another monopoly or conglomerate ☐ and another 'small' business bites the dust.

And the consumer whinges about how the supermarket chains are dictating what people buy, and the media reveals what producers are forced to do to get their products on to shelves ☐ and someone should do something about it. Hello ? And we all beat our breasts how main street shopping is dying (or already dead).

And while I am putting words into an email ... ☐ it is ridiculous that apple cider is not on the list of acceptable products in this proposed legislation ☐- that is very much an industry emanating from South Australian fruit juice ☐ and South Australian labour ☐... and a boutique alcohol product in its own right.

And why not boutique-beers ? Or liquors such as a couple of delicious ones I know celebrating local produce from Kangaroo Island, the Barossa or *Limoncello* from local lemon crops ???

And ditto for the absence of fortified wines being acceptable - ☐ we produce, like quite a number of other local

wine companies , a very nice dessert wine, a compliment to any meal, which by its very nature of having to be fortified to make it a dessert wine, is also not on the list.

Too hard, just keep it to bottled wine I hear you say. In other words, a half-baked proposal which gives these supermarkets an entrée to come back for another nibble another day. Sooner than later, methinks.

If this legislation, regardless of my comments , is about making alcohol more available in more supermarkets then so be it but please don't dress it up as being a *nice thing for little local shopkeepers to do to help the little local wine makers.*

Or I will be sure the people who drafted this proposed legislation have been knocking around with the Green Fairy.

HEATHER CERAVOLO