

CIRCULAR



PERTH FOOTBALL
L E A G U E

Subject: CARLTON & UNITED BREWERIES OBLIGATIONS

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Audience: Club Committees, Perth Football League Board Members

Summary: Carlton and United Breweries (CUB) is the official and exclusive supplier of beer and alcoholic cider at Perth Football League clubs and events.	Action: As part of the agreement, clubs receive an allocation of contra product to be distributed in April and July. Clubs are required to submit purchases reports in July and October.
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Carlton and United Breweries (CUB) is the official and exclusive supplier of beer and cider at Perth Football League clubs and events. As part of the agreement, clubs receive an allocation of contra product.

The Perth Football League's exclusive commercial arrangement with CUB has been extended to expire in 2022.

Clubs which are part of a sporting club are not exempt from the exclusivity pourage obligations. At Perth Football League fixtured matches, club training and events, only CUB products are to be stocked and sold.

As in previous years, Perth Football League and CUB representatives will be randomly visiting clubs to ensure club compliance.

CLUB OBLIGATIONS

- Exclusive pourage rights of beer and alcoholic cider at Perth Football League Club venues.
- Exclusive pourage rights of beer and cider at Perth Football League Club events held elsewhere.
- Prominent signage in club rooms and bar, with no competitor advertising displayed.
- Carlton Draught logo on all senior club team jumpers. A new Carlton Draught logo has been introduced in 2019.
- Clubs to submit product purchases report to the Perth Football League by 15 July 2019 and 15 October 2019. Form attached to this email.

Information regarding club product allocation and collection/distribution will be circularised to clubs closer to the advertised dates.

Clubs are to refer to the Perth Football League's Club Alcohol Management Policy by [clicking here](#).

Below is the current CUB brand list. For further information, visit <https://cub.com.au/our-brands/>.

CARLTON & UNITED BREWERIES PRODUCT LIST @ 1 FEBRUARY 2019

BEER

4 Pines American Amber Ale	Goose Island IPA
4 Pines Extra Special Bitter	Goose Island Midway Session IPA
4 Pines Hefeweizen	Great Norther Super Crisp Lager
4 Pines 'In Season' IPA	Great Northern Original
4 Pines Indian Summer Pale Ale	Hoegaarden White
4 Pines Kolsch	Lazy Yak Australian Pale Ale
4 Pines Pacific Ale	Leffe Blonde
4 Pines Pale Ale	Leffe Brune
4 Pines Stout	Leffe Radieuse
Beck's	Matilda Bay 'Alpha' Pale Ale
Belle-Vue Kriek	Matilda Bay 'Beez Neez' Honey Wheat Beer
Budweiser	Matilda Bay 'Dogbolter' Dark Lager
Carlton Black	Matilda Bay 'Redback Original' Wheat Beer
Carlton Cold	Melbourne Bitter
Carlton Draught	Negra Modelo
Carlton Dry	Pacific Clara
Carlton Dry Hard Lager	Pacific Radler Lemon
Carlton Dry Lime	Pirate Life IIPA
Carlton Light	Pirate Life IPA
Carlton Mid	Pirate Life Mosaic IPA
Cascade Pale Ale	Pirate Life Pale Ale
Cascade Premium Light	Pirate Life Throwback IPA
Cascade Stout	Pure Blonde
Corona Extra	Pure Blonde Mid
Corona Ligera	Stella Artois
Crown Lager	Stella Artois Legere
Fat Yak Pale Ale	VB Gold
Foster's Lager	Victoria Bitter
Foster's LightIce	Wild Yak Pacific Ale
Frothy	

CIDER

Bonamy's Apple Cider	Strongbow Classic Apple
Bulmers Original	Strongbow Classic Pear
Bulmers Pear	Strongbow Crisp Apple
Little Green Sweet Apple	Strongbow Lower Carb Apple
Matilda Bay Lumber Yak	Strongbow Rose
Mercury Draught	Strongbow Sweet Apple
Mercury Dry	
Mercury Hard	
Pure Blonde Crisp Apple	

GINGER BEER

Brookvale Union Ginger Beer