

# CIRCULAR



**Subject:** CARLTON AND UNITED BREWERS OBLIGATIONS

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**Audience:** Club Presidents, WAAFL Board Members

<b>Summary:</b> Carlton and United Brewers (CUB) is the official and exclusive supplier of beer and alcoholic cider at WAAFL clubs and events.  As part of the agreement, clubs receive an allocation of contra product to be distributed 4 <sup>th</sup> April 2017 and the 18 <sup>th</sup> July 2017.	<b>Action:</b> Nil
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Carlton and United Brewers (CUB) is the official and exclusive supplier of beer and cider at WAAFL clubs and events. As part of the agreement, clubs receive an allocation of contra product.

The WAAFL's exclusive commercial arrangement with CUB expires in 2020.

**Clubs which are part of a sporting club are not exempt from the exclusivity pourage obligations.** At WAAFL fixtured matches and events, only CUB products are to be visible and sold.

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

## CLUB OBLIGATIONS

- Exclusive pourage rights of beer and alcoholic cider at WAAFL clubs and events.
- Prominent signage in club rooms and bar.
- Carlton Draught logo on all senior club team jumpers.
- Clubs to submit product purchases report to the WAAFL by 14 July 2017 and 16 October 2017.

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

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

Attached to the email is the current CUB stock list.