

CIRCULAR



Subject: CARLTON AND UNITED BREWERS OBLIGATIONS

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Audience: Club Presidents, WAAFL Board Members

<p>Summary: Carlton and United Brewers (CUB) is the official and exclusive supplier of beer and alcoholic cider at WAAFL clubs and events.</p> <p>As part of the agreement, clubs receive an allocation of contra product to be distributed 3rd April 2018 and the 25th July 2018.</p>	<p>Action: Nil</p>
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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 18 July 2018 and 18 October 2018.

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](#).

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

	BEER	CIDER
4 Pines American Amber Ale	Great Northern Original	Bonamy's Apple Cider
4 Pines Extra Special Bitter	Great Northern Super Crisp Lager	Bulmers Original
4 Pines Hefeweizen	Hoegaarden White	Bulmers Pear
4 Pines 'In Season' IPA	Lazy Yak Australian Pale Ale	Little Green Apple Cider
4 Pines Indian Summer Pale Ale	Leffe Blonde	Matilda Bay Dirty Granny
4 Pines Kolsch	Leffe Brune	Mercury Dry
4 Pines Pale Ale	Leffe Radieuse	Mercury Hard Cider
4 Pines Stout	Matilda Bay Beez Neez	Pure Blonde Cider
Abbotsford Invalid Stout	Matilda Bay Dogbolter	Strongbow Classic
Beck's	Matilda Bay Redback Original	Strongbow Pear
Budweiser	Melbourne Bitter	Strongbow Crisp
Carlton Cold	Pacific Radler Lemon	Strongbow Lower Carb
Carlton Draught	Pacifico	Strongbow Sweet
Carlton Dry	Pirate Life Golden Era	
Carlton Dry Lime	Pirate Life Hopco	
Carlton Mid	Pirate Life IIPA	
Cascade Bitter	Pirate Life IPA	
Cascade Bright Ale	Pirate Life Mosaic	
Cascade Draught	Pirate Life Pale Ale	
Cascade Lager	Pirate Life Stout	
Cascade Pale Ale	Pirate Life Throwback IPA	
Cascade Premium Light	Pirate Life X Ballast Point	
Corona Extra	Pure Blonde	
Crown Golden Ale	Pure Blonde Premium Mid	
Crown Lager	Reschs Pilsener	
Fat Yak Pale Ale	Stella Artois	
Fosters Lager	Stella Artois Legere	
Fosters Lightice	VB Gold	
Goose Island IPA	Victoria Bitter	
Goose Island Midway Session IPA	Wild Yak Pacific Ale	
		GINGER BEER
		Brookvale Union Ginger Beer

- Mid Strength
- Light