

CIRCULAR



Subject: CARLTON & UNITED BREWERIES SPONSORSHIP OBLIGATIONS

Date: 29 June 2020

Document ID: 51, 2019-20

From: Nadia Sierakowski
Ph: 9287 5598 (Office Hours Mon to Wed, 8.30am to 5pm)
Email: nsierakowski@wafc.com.au

Audience: Club Committees, 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 July. Clubs are required to submit a full purchase report in October.
--	---

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.
- Clubs to submit product purchases report to the Perth Football League by 15 October 2020. Form attached to this email.

Information regarding club contra product allocation and collection/distribution will be circularised to clubs in due course, with delivery of ALL contra stock being delivered in July (not in two allocations as per previous years, due to COVID-19 changes to the season).

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 2020

BEER	
4 Pines American Amber Ale	Goose Island IPA
4 Pines Extra Special Bitter	Goose Island Session IPA
4 Pines Hefeweizen	Great Northern Original
4 Pines 'In Season' IPA	Great Northern Super Crisp Lager
4 Pines Indian Summer Ale	Hoegaarden White
4 Pines Kolsch	Lazy Yak Session Ale
4 Pines Pacific Ale	Leffe Blonde
4 Pines Pale Ale	Leffe Brune
4 Pines Nitro Stout	Leffe Radieuse
Beck's	Matilda Bay Redback Original
Belle-Vue Kriek	Melbourne Bitter
Budweiser	Negra Modelo
Carlton Black	Pacific Clara
Carlton Cold	Pacific Radler Lemon
Carlton Draught	Pirate Life IIPA
Carlton Dry	Pirate Life IPA
Carlton Dry Peels Lime	Pirate Life Mosaic IPA
Carlton Light	Pirate Life Pale Ale
Carlton Mid	Pirate Life Throwback IPA
Cascade Pale Ale	Pirate Life Port Local Lager
Cascade Premium Light	Pure Blonde
Cascade Stout	Pure Blonde Mid
Corona Extra	Stella Artois
Corona Ligera	Stella Artois Legere
Crown Lager	VB Gold
Fat Yak Pale Ale	Victoria Bitter
Foster's Lager	Wild Yak Pacific Ale
Frothy	
CIDER	
Bonamy's Apple Cider	Pure Blonde Crisp Apple
Bulmers Original	Pure Blonde Organic Apple
Little Green Sweet Apple	Strongbow Classic Apple
Matilda Bay Lumber Yak	Strongbow Classic Pear
Mercury Draught	Strongbow Crisp Apple
Mercury Dry	Strongbow Lower Carb Apple
Mercury Hard	Strongbow Rose
Mercury Hard Crushed Fruits Cider	Strongbow Sweet Apple
GINGER BEER	
Brookvale Union Ginger Beer	
Brookvale Union Spiced Ginger Beer	
Brookvale Union Vodka and Peach Ice Tea	