



Open letter to Australian Liquor Suppliers

11 May 2007

Dear Suppliers

As you may be aware, there is a large increase in the number of 6 pack cartons of wine and spirits being sold at point of sale that do not have the 13 digit bar code symbol on them.

In the interests of creating a uniform standard and efficiencies for suppliers GS1 Australia has held extensive consultations with all sectors of the retail liquor industry to establish clear guidelines on the requirements for numbering and bar coding for these 6 pack cartons. The consultation process included Australian Liquor Stores Association (ALSA) representing the independent sector and Woolworths, Coles and Metcash representing the chain and banner groups

Your cooperation in following these top level guidelines is requested and will ensure that your product is correctly bar coded for trading with Woolworths, Coles & Metcash.

If you have any concerns with this initiative please do not hesitate to contact GS1 Australia on 1300 366 033 or your retailer representative.

Yours sincerely

For Woolworths
Shane Tremble

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Woolworths Liquor
Group

For Coles
Hamish Fyfe

Hamish Fyfe
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For GS1 Australia
John Hearn

John Hearn
General Manager
Member & Industry
Support

Extract from Liquor Industry Guidelines

“Will the trade item ultimately be sold at the retail point of sale?”

If YES then the data carrier choice must be the EAN/UPC bar code symbology.”

The full document can be found at

http://www.gs1au.org/information_library/industry_guidelines.asp

For efficiency of scanning it is highly recommended that a minimum of two symbols at 150% to 200% magnification be printed/applied to the sides of the carton.

Extract from GS1 Australia User Manual, Numbering and Barcoding

“Any trade item that could be sold at POS as well as scanned in a general distribution scanning environment (such as a case of 24 beer cans) must be numbered according to the rules applicable to trade items sold at POS. However the size and placement of the bar code symbols on these trade items are determined by the rules applicable to trade items not sold at POS.”

The full document can be found at

http://www.gs1au.org/information_library/user_manuals.asp

For detailed bar coding and packaging specifications, please refer to the individual retailer websites.

3 Key Australian Retailers require 13 digit numbers on all packs of wine and spirits, as they are being sold at POS.

The number of symbols required is 2 per carton, at 150% to 200% magnification.

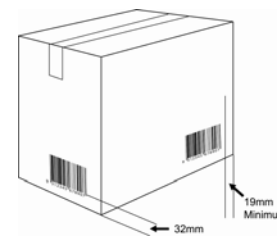


Illustration of placement on carton.



EAN-13 bar code symbol

Please note that if the product is also sold in the US or Canada, a 12 digit UPC-A symbol is acceptable in Australia, however Woolworths cannot scan this symbol

Legislated mandatory labeling requirements for Retail Packaging

For your convenience, information relating to **Mandatory Statements** for Liquor can be found on the **Australian Wine & Brandy Corporation** website at <http://www.wineaustralia.com/Australia/Default.aspx?tabid=256>