



## Woolworths Liquor Group and the Winemakers' Federation of Australia sign landmark agreement

**Wednesday 13 August, 2014:** Woolworths Liquor Group (WLG) and the Winemakers' Federation of Australia have signed a landmark agreement that will benefit both our customers and our suppliers.

The *Good Wine Buyer and Supplier Principles: A Code for Fairness and Transparency* establishes guidelines for the commercial relationship between WLG and its wine suppliers. The Principles will provide greater clarity and information exchange for both parties and are supported by our joint goal to promote a sustainable and diverse industry.

Key aspects of the Principles include:

- Fairness and transparency across all aspects of the commercial relationship
- Clarity in marketing and promotional activity
- Open, early and ongoing communication between both parties
- Recognition of intellectual property rights
- Dispute resolution process

Agreement on the Principles is the culmination of months of discussions between the parties. It is hoped that other retailers follow WLG's lead and adopt the Principles.

Brad Banducci, Director of Woolworths Liquor Group, said WLG was committed to working productively with wine suppliers.

"WLG is acutely aware of the trust Australian winemakers place in us in order to realise their personal dreams and business goals. These Principles, developed in agreement with the Winemakers' Federation of Australia, representing all Australian wine producers, will ensure our buying teams specifically recognise the agricultural roots and specific needs of this sector.

"Australian wine has a rich and proud heritage in the Australian national psyche and its brands have helped commemorate special moments in the nation's life. We owe it to the industry to ensure our team engages professionally and with appropriate respect to the generational craftsmanship of Australian wine families, as well as deliver on the consumer excitement that comes from new entrants to the wine industry and their innovations.

"We thank the Winemakers' Federation of Australia for engaging in genuine dialogue and constructive negotiations that have led to a set of Principles that will greatly benefit customers and wine suppliers alike."



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**LIQUOR**  
**GROUP**

Mr Banducci said the agreement was one of a number of initiatives that WLG was working on to improve relationships with suppliers, including a new Supplier Portal that was launched in July (<http://wlgpartners.com.au/>).

A dispute resolution process has been built into the Principles, which will allow matters that can't be resolved to be referred to an independent expert. The Principles will be reviewed every two years.

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