

ENDEAVOUR DRINKS GROUP

Responsible Buying Charter

Buyers Guide – May 2016

Buying Charter Principles – “Here’s what we sell”

We pride ourselves on our range and the quality of what we have on sale. But there’s some drinks and products we won’t stock.

Endeavour Drinks Group fully acknowledges that the sale and consumption of alcoholic beverage products brings with it considerable responsibilities. While we believe that alcohol consumption is ultimately an issue of individual responsibility, as a responsible retailer of alcoholic beverages, we abide by a strict buying charter which helps suppliers and our teams know what we can sell. Our aim is to lead the industry beyond legal compliance to a position of best practice self-regulation and to ensure that our business adds value to communities rather than creating harm.

Any alcoholic, alcohol branded, and non-alcoholic product submitted for ranging must first be benchmarked against the Buying Charter. The attached guidelines will help you to understand the principles of the Charter. If you have any doubts about whether a product is compliant, the decision should be referred to your senior business manager or the EDG Head of Corporate Development.


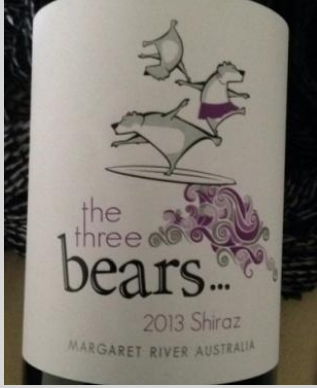



Some parts of the country also impose additional restrictions due to licence conditions or local liquor accords. See the EDG National Manager – Responsible Service for more information.

Principle Number	Principle Name	Principle Description	Relevant Questions
Principle 1:	Appeal to Minors	The product should not have the potential to appeal to minors. [It may still have broad appeal to the population, but cannot have strong and specific appeal to children]	<ul style="list-style-type: none"> • Does it use illustrations or cartoon characters? • Does it use child-related names? • Does the packaging feature childish fonts, themes or design motifs? • Does it feature real or fictional people associated with children? • Does it play on special children's events, celebrations, or sporting activities?
Principle 2:	Looks like a non-alcoholic product	The product should not have an appearance that could potentially lead to confusion with confectionary, soft drinks, or other non-alcoholic beverages.	<ul style="list-style-type: none"> • Does it feature images of fruit or lollies? • Does it leverage branding traditionally associated with confectionary? • Does it use confectionary or soft drink intellectual property for packaging e.g. replicate the soft drink bottle shapes? • Does it use the names for soft-drink, tea, or other non-alcoholic products without strongly signalling its alcoholic nature?
Principle 3:	Unclear Description	The product should not have an appearance which may lead to confusion about its alcoholic nature or strength.	<ul style="list-style-type: none"> • Is it immediately obvious that it contains alcohol? • Does it clearly use words associated with liquor such as beer, wine, vodka or whisky? • Does it imply that it is less intoxicating than other similar products?
Principle 4:	Drug Association	The products should not draw any association with drug culture, narcotics or other illicit drugs or drug paraphernalia.	<ul style="list-style-type: none"> • Does it imply a drug association through name, packaging or use of imagery? • Does it mimic containers or shapes associated with drugs e.g. syringes or other paraphernalia? • Does it trade off drug related cultural references or slang names for drugs?

Buying Charter Principles - continued

Principle Number	Principle Name	Principle Description	Relevant Questions
Principle 5:	Irresponsible Consumption	The product should not encourage excessive or immoderate consumption such as rapid consumption or binge drinking, drunkenness or drink-driving.	<ul style="list-style-type: none"> • Does it promote itself as a 'party' drink? • Does it reference drinking games? • Does it trade on its intoxicating effect? • Does it suggest that it's safer for drivers? • Does it encourage rapid consumption? • Is it an 'all in one go' product? • Does it encourage constant 'topping up'?
Principle 6:	Promotion of violence or anti-social behaviour	The product should not suggest any association with dangerous, violent, aggressive, or anti-social behaviour.	<ul style="list-style-type: none"> • Does it use imagery or names associated with the military, explosives or weaponry? • Does it use cultural references associated with violence or gang culture? • Does it encourage, either through names or language the suggestion of challenging, bravado or daring behaviour?
Principle 7:	Misleading Messages	The product should not suggest that consumption can lead to social, work, sporting or sexual success or popularity.	<ul style="list-style-type: none"> • Does it imply that consumption might improve social status? • Does it trade off an ingredient that has an association with sexual or sporting performance? • Does it feature sporting or sexual images?
Principle 8:	Offensive Material	The product should not feature imagery or language that could be deemed offensive on cultural, religious, ethnic or gender grounds.	<ul style="list-style-type: none"> • Does it show images that play to a stereotyped perception? • Does it show or use images or wording that discriminate against a person's age, disability, employment, gender, marital status, physical features, political beliefs, race, religion, or sex?
Principle 9:	False Benefit	The product should not suggest that any therapeutic, physical or mental health benefit can be obtained by consumption.	<ul style="list-style-type: none"> • Does it make claims of benefit in relation to certain ingredients? • Does it contain stimulants? • Does it contain herbal ingredients? • Consider statements of fact vs. promotion of claims • What proof is provided for any claims made?
Principle 10:	RTD Standard Drinks	Ready to Drink (RTD) products containing more than 2 standard drinks per single serve container will not be ranged by EDG	<ul style="list-style-type: none"> • Does the single serve container contain 2 standard drinks or more?

Unacceptable Product Examples

Principle	Relevant questions	Unacceptable Products	
<p>Principle 1: Appeal to Minors</p> <p>The product should not have the potential to appeal to minors. [It may still have broad appeal to the population, but cannot have strong and specific appeal to children]</p>	<ul style="list-style-type: none"> • Does it use illustrations or cartoon characters? • Does it use child-related names? • Does the packaging feature childish fonts, themes or design motifs? • Does it feature real or fictional people associated with children? • Does it play on special children's events, celebrations, or sporting activities? 	<p>Laverstoke Park Farm Ale</p> 	<p>Three Bears Wine</p> 
Principle	Relevant questions	Unacceptable Products	
<p>Principle 2: Looks like a non-alcoholic product</p> <p>The product should not have an appearance that could potentially lead to confusion with confectionary, soft drinks, or other non-alcoholic beverages.</p>	<ul style="list-style-type: none"> • Does it feature images of fruit or lollies? • Does it leverage branding traditionally associated with confectionary? • Does it use confectionary or soft drink intellectual property for packaging e.g. replicate the soft drink bottle shapes? • Does it use the names for soft-drink, tea, or other non-alcoholic products without strongly signalling its alcoholic nature? 	<p>Little Fat Lamb Cider</p>  <p>Lemon Ed Lemonade</p> 	<p>Tequila shot and Jelly Worms</p> 

Unacceptable Product Examples

Principle	Relevant questions	Unacceptable Products		
<p>Principle 3: Unclear Description</p> <p>The product should not have an appearance which may lead to confusion about its alcoholic nature or strength.</p>	<ul style="list-style-type: none"> • Is it immediately obvious that it contains alcohol? • Does it clearly use words associated with liquor such as beer, wine, vodka or whiskey? • Does it imply that it is less intoxicating than other similar products? 	<p>The Holiday Hangover</p> 	<p>Jelly Belly Draft Beer</p> 	<p>Heavy Water <small>(subsequently ranged after modifications were made)</small></p> 
Principle	Relevant questions	Unacceptable Products		
<p>Principle 4: Drug Association</p> <p>The products should not draw any association with drug culture, narcotics or other illicit drugs or drug paraphernalia.</p>	<ul style="list-style-type: none"> • Does it imply a drug association through name, packaging or use of imagery? • Does it mimic containers or shapes associated with drugs e.g. syringes or other paraphernalia? • Does it trade off drug related cultural references e.g. slang names for drugs? 	<p>Beer Bong</p> 	<p>Kierewiet Cannabis Liqueur</p> 	<p>Crack Ice RTD</p> 

Unacceptable Product Examples

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<p>Principle 5: Irresponsible Consumption</p> <p>The product should not encourage excessive or immoderate consumption such as binge drinking, drunkenness or drink-driving.</p>	<ul style="list-style-type: none"> • Does it promote itself as a 'party' drink? • Does it reference drinking games? • Does it trade on its intoxicating effect? • Does it suggest that it's safer for drivers? • Does it encourage rapid consumption? • Is it an 'all in one go' product? • Does it encourage constant 'topping up'? 	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Test Tube Shots</p>  </div> <div style="text-align: center;"> <p>Beer Bands</p>  </div> <div style="text-align: center;"> <p>Drunk Fish Beer</p>  </div> <div style="text-align: center;"> <p>Bacchus Shot Bucket</p>  </div> </div>
Principle	Relevant questions	Unacceptable Products
<p>Principle 6: Promotion of violence or anti-social behaviour</p> <p>The product should not suggest any association with dangerous, violent, aggressive, or anti-social behaviour.</p>	<ul style="list-style-type: none"> • Does it use imagery or names associated with the military, explosives or weaponry? • Does it use cultural references associated with violence or gang culture? • Does it encourage, either through names or language the suggestion of challenging, bravado or daring behaviour? 	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> <p>Kalashnikov Vodka</p>  </div> <div style="text-align: center;"> <p>Tommy Gun Vodka</p>  </div> <div style="text-align: center;"> <p>Killer</p>  </div> </div>

Unacceptable Product Examples

Principle	Relevant questions	Unacceptable Products
<p>Principle 7: Misleading Messages</p> <p>The product should not suggest that consumption can lead to social, work, sporting or sexual success or popularity.</p>	<ul style="list-style-type: none"> • Does it imply that consumption might improve social status? • Does it trade off an ingredient that has an association with sexual or sporting performance? • Does it feature sporting or sexual images? 	<p>Sexual Chocolate Beer Good Times Beer Suck & Blow Shots Turn On</p> 
Principle	Relevant questions	Unacceptable Products
<p>Principle 8: Offensive Material</p> <p>The product should not feature imagery or language that could be deemed offensive on cultural, religious, ethnic or gender grounds.</p>	<ul style="list-style-type: none"> • Does it show images that play to a stereotyped perception? • Does it show or use images that could be considered demeaning to women or a particular group of people? • Does it discriminate a person's age, disability, employment, gender, marital status, physical features, political beliefs, race, religion, or sex? 	<p>Skinny Blonde Beer Mad Housewife Bitch Wine</p> 

Unacceptable Product Examples

Principle	Relevant questions	Unacceptable Products
<p>Principle 9: False Benefit</p> <p>The product should not suggest that any therapeutic, physical or mental health benefit can be obtained by consumption.</p>	<ul style="list-style-type: none"> • Does it make claims in relation to certain ingredients? • Does it contain stimulants? • Does it contain herbal ingredients? • Consider statements of fact vs. promotion of claims • What proof is provided for any claims made? 	<p>'V' RTD Magnum Tonic Wine</p> 
Principle	Relevant questions	Unacceptable Products
<p>Principle 10: RTD Standard Drinks</p> <p>Ready to Drink (RTD) products containing more than 2 standard drinks per single serve container will not be ranged by EDG.</p>	<ul style="list-style-type: none"> • Does the single serve container contain 2 standard drinks or more? 	<p>Wild Boar Bourbon (9% ABV, 500ml, 3.5 standard drinks)</p> 

How to use the Buying Charter

Suppliers are encouraged through our supplier portal to firstly self-assess their product ahead of submission:

<http://wlgpartners.com.au/become-supplier>, however, merchandisers/buyers should still assess each product submission against the principles of the Buying Charter.

In principle, if you believe that the product being evaluated would constitute a major breach of any of these guidelines it should not be ranged in EDG stores or online. However, we do appreciate that many areas can be interpreted subjectively which is why this charter is designed to guide common sense decision-making rather than serve as a definitive rulebook.

When a product is submitted for ranging you need to evaluate it against the charter. Take a close look at the branding, colours, fonts, packaging, marketing collateral and ingredients.

It is important that you do not use precedents of products currently or previously ranged in order to make your decision. A product ranged with a competitor does not automatically make it suitable for our business. If you take a decision to range a product without consultation, you should be aware that this charter will still apply, which may result in some products being delisted if they are deemed to breach the guidelines. The final arbiter of any ranging disagreement will be the Managing Director, Endeavour Drinks Group.

This Buying Charter is largely consistent with the ABAC Responsible Alcohol Marketing Code (<http://www.abac.org.au/>) to ensure that products and their marketing is in line with prevailing community standards.

Administrative Process

It is increasingly important for us to have a clear, traceable and documented process for any decision based on ethical assumptions.

Business teams should ensure that all product submissions are checked against the charter. The Mandatory Paperwork Checklist now contains a section to certify that all liquor products meet these principles. This must be completed before forwarding new line paperwork to merchandise admin.

Any new line submissions rejected as a result of the charter need to be logged and provided to the EDG Licensing Support team for sharing and to improve learnings across the Group.

Merchandisers and Buyers should also be aware that Australia operates under 8 different liquor licensing regimes, has a number of high-risk designated areas, and local liquor accords, which also regulate product ranging. In nearly all instances, this Buying Charter will cover those requirements, but please refer to the EDG National Manager – Responsible Service if you need further guidance.