



27 April 2016

Dear Supplier and Partners,

We have for some time considered changing our name in the liquor division to better reflect the evolving needs of our customers and the vision for our business going forward. We are now excited to let you know that we recently announced this change internally and would now like to let you, our supplier partners, know that we will now be called the Endeavour Drinks Group.

There are three simple reasons behind this change in name and they are:

1. Woolworths is synonymous with the customer facing Supermarkets Food business. Our association with them through ownership is strong and proud, but it is time for a story about us, for us.
2. The term "liquor" doesn't fully encompass how our customers feel about our business. Liquor is a dated term. "Drinks" is more aligned to the social atmosphere our customers want to associate with beer, wine, cider, RTD and glass spirits.
3. We need to separate our ownership from the strong customer facing brands that sit underneath it (Dan Murphy's, BWS, Cellarmasters, etc).

We landed on Endeavour as we believe it reflects our attitude and desire to always be looking for great opportunities.... It's about the strength of our commitment to keep discovering.

This means no more Woolworths and no more Liquor - we are now the Endeavour Drinks Group. As you will see from our new logo above it is simply a name change.

We officially 'go-live' with new email addresses for those team members who used a Woolworths Liquor email address from 1 June 2016 using: [firstname.lastname@edg.com.au](mailto:firstname.lastname@edg.com.au). We will send a note around then asking you to update your contact information, but please note that the old email will still work for a lengthy transition period. This change only impacts our WLG support office team members and there will be no change to the Dan Murphy's, BWS, The Wine Quarter and Pinnacle Drinks businesses or email addresses as they will continue to maintain their own identities.

If you should have any questions please feel free to speak with your business contacts or with myself.

Regards,

**Rose Scott** | General Manager Merchandising and Marketing  
**Endeavour Drinks Group**