

CIRCULAR



Subject: CARLTON & UNITED BREWERIES SPONSORSHIP UPDATE

Date: 19 March 2021

Document ID: 51, 2019-20

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Audience: Club Committees, Board Members

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| 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 from late April. Clubs are required to submit a purchase report by 15 October 2021. |
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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 based on the number of senior teams fielded.

The Perth Football League's exclusive commercial arrangement with CUB is current until 2022.

At all Perth Football League fixtured matches, club training and club events, only CUB products are to be stocked and sold. **Sporting clubs are not exempt from the exclusivity pourage obligations.**

Perth Football League and CUB representatives will be randomly visiting clubs to ensure club compliance. Penalties will apply for non-compliance.

CLUB OBLIGATIONS

- Exclusive pourage rights of beer and alcoholic cider at Perth Football League Club venues.
- Prominent signage in club rooms and bar, with no competitor advertising displayed.
- Carlton Dry logo on all senior club team jumpers.
- Clubs to submit CUB product purchase report to the Perth Football League by 15 October 2021. Clubs can submit this information from a supplier purchase report or by completing the form attached to this email.

To assist with the change from Draught to Dry, CUB will be providing all licenced clubs with new bar mats and coasters. These will be available for collection with the footballs on 7 April.

Information regarding club contra product allocation will be circularised to clubs in due course, with delivery of ALL contra stock expected to be delivered to the Club from late April via Club Connect. To celebrate the Perth Football League's centenary, all 2021 contra will be the commemorative PFL/Carlton Dry cans.

Clubs are to refer to the Perth Football League's Club Alcohol Management Policy by [clicking here](#).

CUB has recently merged with Asahi which has expended the range available. Below is the current CUB brand list. For further information, visit <https://cub.com.au/our-brands/>.

If you have any questions regarding your clubs obligations, please contact either myself or Partnerships Manager Joe Georgiades jgeorgiades@wafc.com.au

CARLTON & UNITED BREWERIES PRODUCT LIST @ 1 FEBRUARY 2021

| BEER | | CIDER |
|----------------------------------|--|-----------------------------|
| 4 Pines American Amber Ale | Green Beacon 3 Bolt Pale Ale | Bonamy's Apple Cider |
| 4 Pines Draught | Green Beacon 7 Bells Passionfruit Sour Ale | Bulmers Original |
| 4 Pines Freshie Ale | Green Beacon Grappler Lager | Little Green Sweet Apple |
| 4 Pines Hefeweizen | Green Beacon Half Mast India Session Ale | Mercury Draught |
| 4 Pines Indian Summer Pale Ale | Green Beacon Wayfarer Tropical Pale Ale | Sommersby Apple |
| 4 Pines Nitro Stout | Green Beacon Windjammer India Pale Ale | Strongbow Classic Apple |
| 4 Pines Pacific Ale | Grolsch | Strongbow Classic Pear |
| 4 Pines Pale Ale | Hoegaarden White | Strongbow Crisp Apple |
| Asahi Black | Leffe Blonde | Strongbow Lower Carb Apple |
| Asahi Soukai | Leffe Brune | Strongbow Rose |
| Asahi Super Dry | Leffe Radieuse | Strongbow Sweet Apple |
| Balter Captain Sensible | Matilda Bay 'Redback Original' Wheat | |
| Balter Hazy | Melbourne Bitter | |
| Balter IPA | Mountain Goat Fancy Pants | GINGER BEER |
| Balter Lager | Mountain Goat Pale Ale | Brookvale Union Ginger Beer |
| Balter SPA | Mountain Goat Steam | Matilda Bay Rusty Yak |
| Balter XPA | Mountain Goat Summer | |
| Beck's 4.0% | Negra Modelo | |
| Belle-Vue Kriek | Pacific Radler Lemon | ZERO ALCOHOL BEER |
| Budweiser | Pacifico Clara | Peroni Liberia |
| Carlton Black | Peroni Leggara | Carlton Zero |
| Carlton Cold | Peroni Nastro Azzurro | |
| Carlton Draught | Peroni Red | |
| Carlton Dry | Pilsner Urquell | |
| Carlton Dry Peels Lime | Pirate Life Acai & Passionfruit Sour | |
| Carlton Light | Pirate Life Easy Ale | |
| Carlton Mid | Pirate Life IIPA | |
| Cascade Pale Ale | Pirate Life IPA | |
| Cascade Premium Light | Pirate Life Mosaic IPA | |
| Corona Extra | Pirate Life Pale Ale | |
| Corona Ligera | Pirate Life Port Local Lager | |
| Cricketers Arms Lager | Pirate Life South Coast Pale Ale | |
| Cricketers Arms Session Ale | Pirate Life Throwback IPA | |
| Cricketers Arms Spearhead | Pure Blonde | |
| Crown Lager | Pure Blonde Mid | |
| Fat Yak Pale Ale | Pure Blonde Organic | |
| Foster's Lager | Stella Artois | |
| Goat | VB Gold | |
| Great Northern Original | Victoria Bitter | |
| Great Northern Super Crisp Lager | Wild Yak Pacific Ale | |