

ENDEAVOUR  
DRINKS

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## **How we are supporting the industry** Local Wine Initiative

April 2020

# Overview: The challenges the industry is facing

## Why we believe our industry needs our support

With the wide-spread shut-down of the on-premise segment of our industry as a result of the Government's response to COVID-19 and a significant decline in the export market, wineries in particular have been significantly impacted.

With the off-premise segment of our industry still able to service Australian customers, it's important that we rapidly assess the ways we can support the industry through this crisis period.

We've proposed [seven key ways we believe the Endeavour Group](#) may be able to support. This pack contains further information regarding the temporary upranging of local producers to local stores:

Suppliers can list products on Dan Murphy's online

**We can look to up-range local producers to local stores**

We are accelerating cash flow

We can bulk purchase wine

We can auction premium products

We can purchase parcels of stock

We can contact cellar door customers on behalf of wineries



# How we can help local wineries

Where possible, we are proposing to fast-track the temporary ranging of local products to stores within their region to provide wineries with another important channel to market at this difficult time.

## What does this 'local ranging' look like?

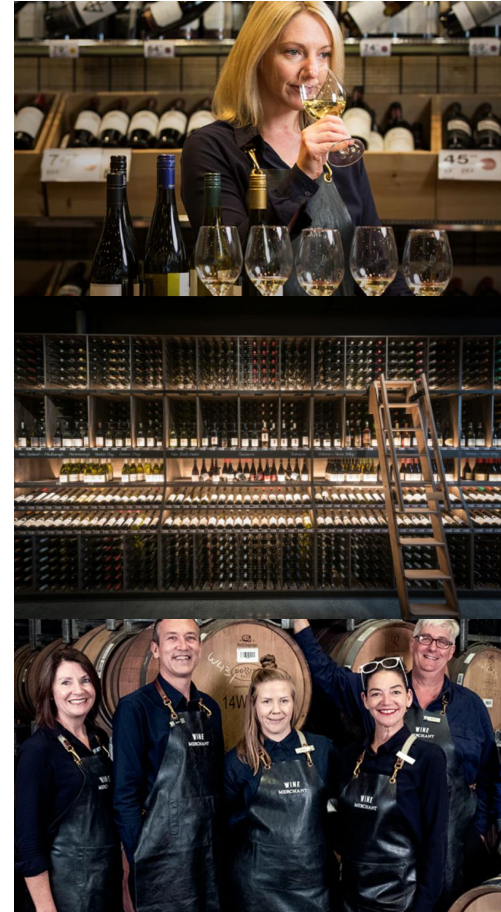
- We're looking to work with smaller, boutique producers that we can potentially up-range to Dan Murphy's and / or BWS stores that are geographically close to their own regions, thereby giving these producers increased local bricks and mortar presence
- Wines could be temporarily loaded into our ranging systems for the next ~6 months
- We would need the wine to be delivered 'direct to store' to the stores carrying the range
- Our central buying teams will be setting these products up as optionally ranged products for our stores and then it is at the individual stores discretion what and how they merchandise local products in store

## What's the criteria for consideration?

- Given these extraordinary times, we've circumvented our normal ranging processes and schedules and will only require minimum criteria to consider the ranging of smaller local wineries, including:
- Wines must meet the quality expectations of the Dan Murphy's / BWS customer
- Wines must present a commercially viable proposition for both the winery and Dan Murphy's / BWS.
- Wine must have a barcode applied to the bottle at the winery (we can provide a barcode for you if required!)
- Wines must be delivered by the wineries, direct to the listed stores
- For simplicity, we would like to operate at a net:net cost and apply payment terms of 14 days from receipt of invoice

## What's the process from here?

- If a local winery would like to explore this channel to market, they should reach out to their relevant contact (details on the following page) to discuss further details and next steps



# We want to hear from you

We encourage suppliers to reach out to the below state contacts if this local ranging initiative is of interest in either Dan Murphy's and / or BWS, or if anyone has any other suggestions on how we can help - we want to hear from you!

