



## Nobody beats Dan Murphy's

*Wednesday, 16 November 2011:* Consumers can be certain that they will get the best prices at Dan Murphy's despite misguided attempts today by Coles to 'declare war' on liquor prices.

Director of Woolworths Liquor Group, Steve Greentree said: "I'm concerned that consumers have been misled as Coles has dramatically overestimated their claims about delivering low prices on liquor.

"On every comparable item in their catalogue today, Dan Murphy's is cheaper."

On items Coles themselves have highlighted the price comparison in New South Wales, for example, is:

- Stoneleigh Malborough Sauvignon Blanc – Coles \$9.90; **Dan Murphy's \$8.90**
- Wirra Wirra Church Block McLaren Vale Cabernet Shiraz Merlot – Coles \$12.70; **Dan Murphy's 11.90**
- 24 x 335ml bottles of Corona lager – Coles \$42.00; **Dan Murphy's \$40.90**
- 24 x 375ml James Boag's Premium Lager – Coles \$38; **Dan Murphy's \$36.90**
- Chivas Regal 12 year old Scotch Whisky 700ml – Coles \$38 ; **Dan Murphy's \$36.90**

"The list goes on and on.

"In addition, if advertised prices are lower than Dan Murphy's prices, our shelf prices are automatically reduced.

"Don't be fooled, nobody beats Dan Murphy's," Mr Greentree said.

**For further information contact:** Dan Murphy's press office ph 02 8885 1033