

FORMAL SUBMISSION: SECTION 36B(4) – REGIONAL PRODUCER FOCUS

1. INTRODUCTION

This submission is provided in support of the Tavern License application for the **Nannup Brewing Company**. It outlines how our proposed services satisfy the requirements of **Section 36B(4)** of the *Liquor Control Act 1988*.

We aim to increase the choice and diversity of the Nannup liquor market, by providing a specialised outlet dedicated to the selling and promotion of boutique, regional crafted products. We submit that the local packaged liquor requirements of the Nannup community and its visitors cannot be reasonably met by existing premises, as our business fits a “specialist” model and niche that currently is unaddressed in the locality.

2. SERVING THE NANNUP COMMUNITY AND TOURISM SECTOR

Nannup is a unique regional hub, which has a growing reputation for unique and “artisanal” production. This includes arts, crafts, furniture, jewellery and many more. We would like to continue in that vein as an “artisanal” liquor store. We define our future primary market as:

- Residents who wish to support Nannup and Blackwood Valley-based micro-producers directly.
- Visitors who would like a "Cellar Door" experience, where they can learn about the background of Blackwood Valley wines, spirits, and beers before making a purchase.
- Craft beer connoisseurs, visiting breweries around the south west.

3. A COMPLEMENTARY ADDITION TO THE LOCALITY

Nannup currently only has two established licensees, in a growing tourism-based town that is diversifying its industries. The two licensees predominantly provide popular, large scale commercial brands.

Our proposal is designed to add a new layer of choice to the town rather than replicate existing services. We believe that the local requirement for boutique packaged liquor is currently unaddressed because:

- **Specialised Curation:** Our inventory will be dedicated to local Nannup and Blackwood Valley labels. This boutique focus allows us to showcase micro-wineries, distilleries, breweries and cideries that may not have the volume to supply larger, established outlets. Other licensees concentrate on mainstream beers and mixed drinks and have a very limited range of local wines, and no locally produced spirits to takeaway. We feature wines such as Ampersand Wines, Black Cockatoo Gins and

Tall Timber ciders for example, which are not featured in other liquor stores in the locality.

- **Extended support for local breweries:** We feature rotating taps from local breweries and producers, such as Tall Timbers in Manjimup, which showcases their products. We are currently unable to sell their beers, ciders and ginger beers in growlers, which is a common request from customers.
- **Community Hub for Producers:** We aim to act as a "shared shopfront" for those local wineries and distilleries that do not have their own licensed premises, or have varied cellar door opening hours, ensuring their products remain available to the public within the townsite.
- **Extended Tourism Support:** By offering these local specialties during peak visitor windows (such as weekends and festival periods), we ensure that the "Nannup Brand" is always accessible to the tourism market.
- **Educational Experiences:** We can host "Meet the Maker" events and guided tastings that provide context and value beyond a standard retail transaction. Existing premises offer a traditional retail model.
- **Trading Hours:** Our proposed trading hours differ from the other liquor stores in town. The bottle shop does not open Sundays, nor public holidays, and has limited hours during the other 6 days. The Nannup Hotel is generally not open on public holidays and their opening days and hours change often. We are open later, and more consistently, and being open Sunday afternoons for example (when the Liquor Store is closed) caters to the peak tourist departure and arrival period (we are located across from the Nannup Caravan Park) when other options may be limited. We often have requests for people departing, wanting to take with them local wines and spirits and are unable to, while arrivals on these days do not have the opportunity to purchase them.

In conclusion, **Nannup Brewing Co** aims to fulfill a specific, niche requirement for regional craft products. We believe this application supports the objects of the Act by fostering a vibrant, diversified liquor industry in Nannup that benefits local producers, residents, and visitors alike.