

# THE LIGHTER NOTE -Going the extra mile for a carton

**Archive:** 9-October-08 by WA Business news

THE success of Fuelwatch has shown that a lot of drivers are ready to go the extra mile to save \$3 on a full tank of petrol.

But the founder of **Boozewatch**, Rob Martin, says that punters will be happy to know that they can save up to \$25 on a carton of beer if they know where the sale is on.

“I have been watching Fuelwatch for many years and that’s how I came up with the idea [of Boozewatch] because alcohol is a commodity that changes dramatically in price,” Mr Martin told The Note.

Type in your favourite beverage and your suburb, and the **Boozewatch** website will come up with a list of all the prices in the chosen area and its surroundings (which save you money on petrol too).

“We are about advising the public what product is on special, where its on special... and for the liquor stores, it’s an economical way of advertising and goes straight to their target audience,” he said.

Mr Martin, who created the website two years ago, says he gets about 100,000 pages views a month and 6,000 people get his newsletter.

The newsletter sends customised updates twice a week on liquor prices in specific areas preselected by the subscriber.

**Boozewatch** works with 600 liquor outlets in the state, including independents and Woolworths or Coles-owned outlets.

Mr Martin says that the growing number of Woolworths-owned Dan Murphys and Coles-owned 1st Choice Liquor Superstore in WA may be a reality, but he believes that most people would rather shop closer.

“Someone’s not going to drive all the way across town to buy a carton,” Mr Martin said