

November 2021 | Host Responsibility Policy

Brockenchack Wines has held a remote sales off licence in New Zealand since Nov 2016.

As a remote seller endorsed under Section 40 of the Sale and Supply of Alcohol Act 2012, we always have and will continue to ensure that we operate remote wine sales in a responsible manner, by adhering to the conditions of our licence and by adhering to the current regulations and guidelines, in an effort to promote the consumption of alcohol in a safe and responsible manner.

It is important to note that we sell only wine (no other alcohol), and only wines from our own Australian winery, which we import directly from Australia ourselves. Our target market is 30 – 70 year olds. We offer more premium products and are looking for customers with an appreciation for quality wines and endeavour to funnel all orders through our dedicated website.

### 1. STAFF TRAINING

We have one sole staff member, who holds a Liquor Controllers Qualification and Manager's Certificate.

'The Manager's Guide to the Sale and Supply of Alcohol Training Manual for the Licence Controller Qualification, Reference Guide to the Sale and Supply of Alcohol Act 2012 and Host Responsibility' manual is kept on hand at the office.

At this point in time we do not see scope to employ any other staff. If we were to in the future, then staff training documents would be generated outlining roles and responsibilities.

### 2. PREVENTING INTOXICATION

We will take the following steps to prevent intoxication:

- Not making any deliveries between the hours of 11:00pm and 6:00am.
- Refusing delivery to anyone who is showing signs of intoxication.
- Refusing sales to anyone who appears to be abusing alcohol or purchasing in excess as a pattern.
- Encourage customers who consume our wines to do so responsibly, by having the following safe drinking message permanently visible in the footer of our website and stated on all retail invoice/receipts:

*"Please drink safely. Brockenchack Wines promotes the appreciation of wine and responsible consumption of alcohol, in moderation. Never drink and drive."*

### 3. RESPONSIBLE PROMOTION OF ALCOHOL

We do advertise on social media and will take the following steps in the responsible promotion of alcohol:

- Ensure that wine sales do not exceed 25% off the normal price of the wine.
- Ensure that promotions never offer free alcohol.
- Ensure that promotions never offer prizes with competition entry based on the purchase of alcohol.
- Ensure that any kind of advertising or promotional material contains my licence details.

#### 4. DENYING SERVICE TO MINORS

To ensure that no sales are conducted to minors, we use a two-step over-18 confirmation on our website via a site gate prior to entry and a secondary checkbox just prior to completing the transaction.

Local deliveries within our control will be delivered to an adult. ID will be checked if the purchaser/receiver looks to be 25 years or under. ID will also be checked if the receiver differs to the purchaser and looks to be 25 years or under.

The only acceptable forms of ID are a current NZ driver's licence, a current passport, a HNZ 18+ card and the new HNZ Kiwi Access Card. If ID can not be produced and there is any doubt or question as to the age of the receiver, the wine will be taken back and delivery reattempted on another day when the purchaser will be home.

If no adult is home to receive the wine delivery, it will be taken back and delivery reattempted on another day when the purchaser will be home.

Our couriers have been instructed to check ID on delivery of any wine where the receiver may appear to be 25 years or under.

#### 5. OFFERING LOW AND NON-ALCOHOLIC OPTIONS

This is not relevant in a remote seller's situation.

#### 6. PROVIDING FOOD

This is not relevant in a remote seller's situation.

#### 7. HELPING CUSTOMERS WITH TRANSPORT OPTIONS

This is not relevant in a remote seller's situation.

Signed:

*Megan McMurdo*

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Manager | Brockenack Wines NZ

09 November 2021