

Decision number: 17/OFF/003/2025

IN THE MATTER

of the Sale and Supply of
Alcohol Act 2012(the Act)

AND

IN THE MATTER

of an application by **MAVOA
HOLDINGS LIMITED**
pursuant to s. 127 of the Act
for the renewal of the OFF
Licence in respect of
premises situated at 46-50
Tirau Street, Tirau known as
**'SUPER LIQUOR
PUTARURU'**

BEFORE THE SOUTH WAIKATO DISTRICT LICENSING COMMITTEE

The Application

MAVOA HOLDINGS LIMITED applies for the renewal of the OFF Licence in respect of premises situated at 46-50 Tirau Street, Tirau known as **'SUPER LIQUOR PUTARURU'**.

The business a stand-alone bottle store.

The renewal was publicly notified on council's website from the 13th of March 2025. No objections were received from members of the public.

The current days and hours are:

Monday to Sunday 9.00am to 10.00pm. No changes are sought.

REASONS FOR THE DECISION

The applicant has operated this business compliantly during the renewal period and neither the Police nor the Medical Officer of Health has raised any matters in opposition.

However, they support the imposition of an agreed single sales condition namely: ***There is to be no single sales of mainstream beers, shots and RTD's under 500mls and those not designed by the manufacturer to be sold as single serves.***

The MOoH also recommend a price point condition of \$6 for any permissible single sales. We decline to impose it (a) because it was not socialised with the applicant prior to submitting the suggestion to the DLC and (b) the intent of that condition is largely encompassed by the newly imposed condition.

We remind the licensee that a certificated manager must be on duty within the licensed area of the bottle store at all times.

We are concerned with the number of reported CPO failures at other related off-licensed stores in recent years.

Well trained staff adopting the industry standard of "If you look under 25 years we will insist on ID. No ID no exceptions" should not be selling to minors.

We expect, and understand, that the Group has, and is, reviewed their training programmes and must urgently and overtly assess its effectiveness.

The Licence will not be endorsed as a Section 40 Remote Off Licence. All bottle stores like this one can sell product online. Section 40 endorsements are for businesses that derive 85% or more of their income from remote sales. See section 32 (1)(c) (ii).

Subject to the above, I am satisfied as to the matters to which we must have regard as set out in s.131 of the Act.

Accordingly, I deal with the matter on the papers.

DECISION

The District Licensing Committee Chairman, acting pursuant to the Sale and Supply of Alcohol Act 2012, **approves** an application by **MAVOA HOLDINGS LIMITED** for the renewal of the OFF Licence in respect of premises situated at 46-50 Tirau Street, Tirau known as **'SUPER LIQUOR PUTARURU'** subject to conditions.

Conditions:

The licence is subject to the following conditions:

1. Alcohol may be sold on, or delivered from, the premises for consumption off the premises, or supplied free as a sample for consumption on the premises, only on the following days and hours:

Monday to Sunday 9.00am to 10.00pm

2. No alcohol is to be sold on, or delivered from, the premises on Good Friday, Easter Sunday or Christmas Day or before 1.00 pm on Anzac Day;
3. While alcohol is being supplied free as a sample, water is to be provided to patrons free of charge at the place where the samples are being supplied,
4. The whole of the premises is designated as a Supervised Area;
5. There is to be no single sales of mainstream beers, shots and RTD's under 500mls and those not designed by the manufacturer to be sold as single serves.
6. The Licensee must have available for purchase on the premises, at all times when the premises are open for the sale and supply of alcohol, a reasonable range of non-alcoholic and low-alcohol beverages;
7. A properly appointed Certificated, or Acting or Temporary, Manager must be on duty at all times, within the licensed area, when the premises are open for the sale and supply of alcohol and their full name must be on a sign prominently displayed in the premises;
8. The Licensee must display:
 - a. At every point of sale, signs detailing restrictions on the sale and supply of alcohol to minors and intoxicated persons;
 - b. At the principal entrance to the premises, so as to be easily read by people immediately outside the premises, a sign stating the ordinary hours of business during which the premises will be open for sale of alcohol;
 - c. A sign prominently displayed at the premises, which identifies by name the manager for the time being on duty.

The renewal will be for three years from the expiry of the current licence and a replacement licence is to be issued.

DATED at TOKOROA this 4th day of June 2025

A handwritten signature in black ink, appearing to read 'Murray Clearwater', with a long, sweeping horizontal stroke extending to the right.

Murray Clearwater
Chairperson/Commissioner
South Waikato District Licensing Committee