

Pursuant to the Sale and Supply of Alcohol Act 2012 (the Act), **Fresh Beer Limited** (the licensee) is authorised to sell or deliver alcohol on or from the premises situated at **576A Te Atatu Road, Te Atatu Peninsula, Auckland**, and known as **Fresh Beer Brewing Co.**, to any person for consumption off the premises and to supply alcohol free, as a sample, for consumption on the premises.

The authority conferred by this licence must be exercised through a manager or managers appointed by the licensee in accordance with Subpart 7 of Part 2 of the Act.

## **CONDITIONS**

This licence is subject to the following conditions:

- (a) No alcohol is to be sold on or delivered from the premises on Good Friday, Easter Sunday, Christmas Day, or before 1 pm on Anzac Day.
- (b) Alcohol may be sold only while the premises are operating as a bottle store and continue to qualify under section 32(1)(b) of the Act, and only during the following days and hours:  
**Monday to Sunday                      8.00am to 9.00pm**
- (c) Drinking water is to be freely available to customers immediately adjacent to any alcohol that is being supplied free as a sample on the premises.
- (d) No intoxicated persons may be allowed to enter or to remain on the premises.
- (e) The licensee must ensure that an A4 sign stating the restrictions on the supply of alcohol to minors and intoxicated persons is prominently displayed so as to be easily read from every point of sale.
- (f) The social responsibility policy that was submitted with the application must be complied with.
- (g) The following conditions in relation to external signage apply:
  - (i) External or external-facing advertising of prices of alcohol products, or promotion of a special price / discount of an alcohol product for consumption off the licensed premises must not be displayed on the façade of the building.
  - (ii) External advertising of alcohol products for consumption off the licensed premises must not be displayed by way of flags, sandwich boards or bollard covers outside the premises.
  - (iii) Any alcohol-related lifestyle or branding images must not exceed 25 per cent of the façade of the premises.
- (h) The whole of the premises is designated as a supervised area.
  - (i) The licensed premises are more precisely identified as outlined in the plan date stamped as received by Auckland Council on **28 October 2025**.
- (j) Incident register: The licensee must maintain a register of alcohol related incidents as set out in clauses 4.4.4. and 4.4.5. of the Auckland Local Alcohol Policy. The register of incidents must be available for inspection by the Police and Licensing Inspectors at any time that the premises is open to the public. The incident should be recorded in the incident register within 12 hours of the incident occurring.

# Off Licence

Section 17 to 20, 64 and 135, Sale and Supply of Alcohol Act 2012

- (k) This licence is subject to the following undertaking: Fresh Beer Limited gives an undertaking that we will manufacture a minimum of 400L of beer under the Fresh Brew Co Brand.

## **DURATION**

Subject to the requirements of the Act relating to the payment of fees, and to the provisions of the Act relating to the suspension and cancellation of licenses, this licence continues in force—

- (a) until the close of the period for which it was last renewed; or  
(b) if an application for the renewal of the licence is duly made before the licence would otherwise expire, until the close of the period of 3 years after the period for which it was last renewed.

**This licence expires at the close of 11 December 2028 unless renewed.**

Originally dated at Auckland on **11 December 2018**

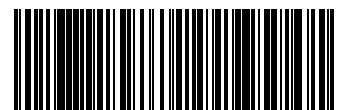


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**Secretary, Auckland District Licensing Committee**

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**NOTE:** The requirements of the Act found at sections 56 and 57, in relation to signage must be adhered to.

This licence replaces licence no. **007/OFF/6024/2022** and the licence continues in force until the **11 December 2028** unless again renewed.



007/OFF/5/2026