

### OFF-LICENCE

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

PURSUANT to the Sale and Supply of Alcohol Act 2012 **Poppies Martinborough Limited** is authorised to sell or deliver alcohol on or from the premises situated at **91 Puruatanga Road, Martinborough**, and known as **Poppies Martinborough**, to any person for consumption off the premises and to supply complimentary samples of alcohol 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 OF LICENCE

- (a) 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 – 10:00am to 10:00pm**
- (b) 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.
- (c) All off licence alcohol must be sold in a sealed container.
- (d) No alcohol is to be sold or delivered on Easter Sunday unless the alcohol is grape wine, or fruit, or vegetable wine made:
- on the premises; or
  - from grapes or fruit harvested from land on which the premises are situated.
- (e) Drinking water is to be freely available to customers while alcohol is being supplied free as a sample, from the location at which the sampling occurs.
- (f) A properly appointed certified 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.
- (g) The entire licensed area for the off licence portion of the premises (winery cellar door) is to be designated: **supervised**
- (h) The licensee must ensure that the provisions of the Act relating to the sale and supply of alcohol to prohibited persons are observed and must display:
- At each principal entrance to the premises, the ordinary operating hours during which the sale of alcohol is permitted.
  - A copy of the licence and all conditions subject to which it is issued, to the inside of the premises so to be easily read by all people entering at each principal entrance.
  - At every point of sale for alcohol, signs detailing restrictions on the sale and supply of alcohol to minors and intoxicated persons.

#### Remote Sales

- (i) A remote sale of alcohol may be made at any time on any day.
- (j) No alcohol is to be delivered from the premises on Good Friday, or Christmas Day or before 1:00 pm on ANZAC Day.
- (k) The licensee must ensure that any alcohol sold by remote sale is not delivered to the buyer (or to any other person on the buyer's behalf) at any time after 11:00 pm on any day or before 6:00 am on the next day. Whether the alcohol is delivered by the seller or by some other person.
- (l) The licensee must follow the procedures set out in Regulations 14 of the Sale and Supply of Alcohol Regulation 2013 to ensure that neither the purchaser nor the person to whom alcohol is delivered is a minor.
- (m) The licensee must display on its website and/or catalogues and on every receipt issued for alcohol sold remotely;
- The licence holder's name and licence number;
  - The date on which the licence expires;
  - A legible image of the licence or a clearly identified link to such an image.
- (n) The licensee must take reasonable steps to verify that the buyer and the receiver of an alcohol delivery is not under 18 years of age, and that the receiver (where present), is not intoxicated.
- (o) Alcohol purchases must be signed for by someone who is aged 18 years or older. In order to take the delivery, valid and current identification must be shown to the person/s delivering the goods. This identification must include the following:
- Full name
  - Date of birth
  - Photo
  - Signature

#### THE LICENCED PREMISES

The premises, situated at **91 Puruatanga Road, Martinborough** are more precisely identified as outlined in a plan date received by the **South Wairarapa District Licensing Committee** on the **8/09/25**, as shown on rear of licence.

#### DISPLAY OF LICENCE AND PRINCIPAL ENTRANCE/S

A copy of this licence must be displayed at the principal entrance to the premises. The entrance from **91 Puruatanga Road, Martinborough** is designated as the principal entrance.

#### 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 licences, this licence continues in force -

- (a) Until the close of the period of 3 years commencing with the date of its issue; or
- (b) If an application for the renewal of the licence is duly made, until the application is determined; or
- (c) If the licence is renewed, until the close of the period for which it is renewed.

**DATED** at Greytown this **24th day of February 2026**.



Janice Smith  
Secretary  
South Wairarapa District Licensing Committee



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 licences, the licence expires on:

**7 November 2028**



**IN THE MATTER** of the Sale and Supply of Alcohol Act  
2012

**AND**

**IN THE MATTER** of an application by **Poppies  
Martinborough Limited** for a renewal  
off-licence pursuant to s.127 of the Act  
in respect of premises situated at  
**91 Puruatanga Road, Martinborough**  
known as "**Poppies Martinborough**"

**BEFORE THE SOUTH WAIRARAPA DISTRICT LICENSING COMMITTEE**

Commissioner: Alistair Plimmer

**DECISION**

This is an application **Poppies Martinborough Limited** for a renewal off-licence in respect of premises situated at **91 Puruatanga Road, Martinborough**, known as **Poppies Martinborough**.

The application was duly advertised and no objection or notice of desire to be heard has been received. Accordingly, we deal with the matter on the papers.

We are satisfied as to the matters to which we must have regard as set out in s.131 of the Act and we grant the applicant a renewal off-licence authorising the sale and supply of liquor for consumption off the premises with the following conditions 1-15.

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 – 10:00am 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. All off licence alcohol must be sold in a sealed container.
4. No alcohol is to be sold or delivered on Easter Sunday unless the alcohol is grape wine, or fruit, or vegetable wine made:
  - a. on the premises; or
  - b. from grapes or fruit harvested from land on which the premises are situated.
5. Drinking water is to be freely available to customers while alcohol is being supplied free as a sample, from the location at which the sampling occurs.

6. A properly appointed certified 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.
7. The entire licensed area for the off licence portion of the premises (winery cellar door) is to be designated: **supervised**
8. The licensee must ensure that the provisions of the Act relating to the sale and supply of alcohol to prohibited persons are observed and must display:
  - a. At each principal entrance to the premises, the ordinary operating hours during which the sale of alcohol is permitted.
  - b. A copy of the licence and all conditions subject to which it is issued, to the inside of the premises so to be easily read by all people entering at each principal entrance.
  - c. At every point of sale for alcohol, signs detailing restrictions on the sale and supply of alcohol to minors and intoxicated persons.

#### Remote Sales

9. A remote sale of alcohol may be made at any time on any day.
10. No alcohol is to be delivered from the premises on Good Friday, or Christmas Day or before 1:00 pm on ANZAC Day.
11. The licensee must ensure that any alcohol sold by remote sale is not delivered to the buyer (or to any other person on the buyer's behalf) at any time after 11:00 pm on any day or before 6:00 am on the next day, whether the alcohol is delivered by the seller or by some other person.
12. The licensee must follow the procedures set out in Regulations 14 of the Sale and Supply of Alcohol Regulation 2013 to ensure that neither the purchaser nor the person to whom alcohol is delivered is a minor.
13. The licensee must display on its website and/or catalogues and on every receipt issued for alcohol sold remotely:
  - a. The licence holder's name and licence number;
  - b. The date on which the licence expires;
  - c. A legible image of the licence or a clearly identified link to such an image.
14. The licensee must take reasonable steps to verify that the buyer and the receiver of an alcohol delivery is not under 18 years of age, and that the receiver (where present), is not intoxicated.
15. Alcohol purchases must be signed for by someone who is aged 18 years or older. In order to take the delivery, valid and current identification must be shown to the person/s delivering the goods. This identification must include the following:
  - a. Full name,

- b. Date of birth,
- c. Photo, and
- d. Signature

DATED at Tauherenikau this 20<sup>th</sup> day of February 2026



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Alistair Plimmer  
Commissioner  
South Wairarapa District Licensing Committee



