

ON-LICENCE

(for premises)

Sections 14 to 16 and 64, Sale and Supply of Alcohol Act 2012

PURSUANT to the Sale and Supply of Alcohol Act 2012 (The Act), **Poppies Martinborough Limited** is authorised to sell and supply liquor on the premises situated at **91 Puruatanga Road, Martinborough** and known as **Poppies Martinborough**, to any person for consumption on the premises and to let people consume alcohol there.

The general nature of the business conducted under the licence is a **Winery cellar door**.

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

(a) No alcohol is to be sold, supplied or consumed on Good Friday, Easter Sunday, Christmas Day or before 1:00 pm on Anzac Day to any person unless:

- they are people who are present on the premises to dine

(b) Alcohol may only be available for sale, supply or consumption on the following days and during the following hours:

Sunday to Thursday 10:00am to 10:00pm

Friday to Saturday 10:00am to 12:00am midnight

- (c) Drinking water is to be provided to patrons free of charge from a water supply prominently situated on the premises at all times that alcohol is available for sale, supply and consumption.
- (d) Food must be available for consumption on the premises at all times the premises are open for the sale, supply and consumption of alcohol, in accordance with the menu supplied with the application for this licence or menu variations of a similar range and standard. Menus must be visible, and food should be actively promoted.
- (e) The following steps must be taken to promote the responsible consumption of alcohol:
- Implement and maintain the Host Responsibility Policy submitted with the application for the licence.
 - At all times when the premises are open for the sale, supply or consumption of alcohol, a reasonable range of non-alcoholic refreshments and low-alcohol options are available.
 - The Licensee must ensure that signs are prominently displayed within the licensed premises detailing the availability of assistance and information regarding alternative forms of transport from the premises.
 - The licensee must implement and maintain steps proposed in the application for the licence aimed at promoting the responsible consumption of alcohol.
- (f) The following steps must be taken to ensure that the provisions of the Act relating to the sale of alcohol to prohibited persons are observed:
- A restriction of sale or supply of alcohol to persons under the age of 18 years of age.
 - Display of appropriate signs adjacent to every point of sale detailing the statutory restrictions on the supply of alcohol to minors and the complete prohibition on sales to intoxicated persons.
- (g) The premises is to be **supervised**
- (h) The licensee must ensure that at all times a copy of the licence, together with a statement of all conditions subject to which it is issued, is displayed at the principal entrance so as to be easily read by people using the premises.
- (i) The holder of a manager's certificate or a properly notified manager shall be on duty and on the premises at all times alcohol is available for sale, supply and consumption.
- (j) A telephone must be freely available for customers to call for transport & staff must assist if required. Telephone numbers for alternative forms of transport from the premises must be displayed.
- (k) No intoxicated persons shall be allowed to enter or remain on the premises.

THE LICENSED PREMISES

The premises, situated at **91 Puruatanga Road, Martinborough**, are more precisely identified as outlined in a plan received by the South Wairarapa District Licensing Committee on **8th September 2025**, as shown on the rear of the 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 provision of the Act relating to the suspension and cancellation of licences, this licence continues in force –

(a) Either –

- Until the close of the period for which it was last renewed; or
- If it has never been renewed, until the close of the period of 12 months after the day it was issued; but

(b) If an application for the renewal of the licence is duly made before the licence would otherwise expire, either –

- Until the close of the period of 3 years after the period for which it was last renewed; or

If it has never been renewed, until the close of the period of 4 years after the day it was issued.

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 on-licence pursuant to s.127
of the Act in respect of premises
situated at **91 Puruatanga
Road, Martinborough** and known as
"**Poppies Martinborough**".

BEFORE THE SOUTH WAIRARAPA DISTRICT LICENSING COMMITTEE

Commissioner: Alistair Plimmer

DECISION

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

The general nature of the business conducted under the licence is a **Winery cellar door**.

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 on-licence authorising the sale and supply of alcohol for consumption on the premises, to any person who is present on the premises with the following conditions 1-11.

1. No alcohol is to be sold, supplied or consumed on Good Friday, Easter Sunday, Christmas Day or before 1:00 pm on Anzac Day to any person unless they are people who are present on the premises to dine.
2. Alcohol may only be available for sale, supply or consumption on the following days and during the following hours:

Sunday to Thursday 10:00am to 10:00pm
Friday to Saturday 10:00am to 12:00am midnight
3. Drinking water is to be provided to patrons free of charge from a water supply prominently situated on the premises at all times that alcohol is available for sale, supply and consumption.
4. Food must be available for consumption on the premises at all times the premises are open for the sale, supply and consumption of alcohol, in accordance with the menu supplied with the application for this licence or menu variations of a similar range and standard. Menus must be visible, and food should be actively promoted.
5. The following steps must be taken to promote the responsible consumption of alcohol:
 - a. Implement and maintain the Host Responsibility Policy submitted with the application for the licence.

- b. At all times when the premises are open for the sale, supply or consumption of alcohol, a reasonable range of non-alcoholic refreshments and low-alcohol options are available.
 - c. The Licensee must ensure that signs are prominently displayed within the licensed premises detailing the availability of assistance and information regarding alternative forms of transport from the premises.
 - d. The licensee must implement and maintain steps proposed in the application for the licence aimed at promoting the responsible consumption of alcohol.
6. The following steps must be taken to ensure that the provisions of the Act relating to the sale of alcohol to prohibited persons are observed:
- a. A restriction of sale or supply of alcohol to persons under the age of 18 years of age, and
 - b. Display of appropriate signs adjacent to every point of sale detailing the statutory restrictions on the supply of alcohol to minors and the complete prohibition on sales to intoxicated persons.
7. The premises is to be **supervised**.
8. The licensee must ensure that at all times a copy of the licence, together with a statement of all conditions subject to which it is issued, is displayed at the principal entrance so as to be easily read by people using the premises.
9. The holder of a manager's certificate or a properly notified manager shall be on duty and on the premises at all times alcohol is available for sale, supply and consumption.
10. A telephone must be freely available for customers to call for transport & staff must assist if required. Telephone numbers for alternative forms of transport from the premises must be displayed.
11. No intoxicated persons shall be allowed to enter or remain on the premises.

DATED at Tauherenikau this 23rd day of February 2026



Alistair Plimmer
Commissioner
South Wairarapa District Licensing Committee

