



A Guide to Online Sales and Delivery

This guide has been produced to support Brewers Guild members involved in online sales & delivery of alcohol. It encompasses experience of retailers involved in online sales and delivery as well as international examples of best practice.¹

We encourage members to understand the legislation around remote sales, to support the safe and sociable enjoyment of alcohol which, in turn, will support the continued use of online sales and delivery.

Who are remote sellers?

Any holder of an alcohol off-licence can sell alcohol remotely (remote means using the internet, mail, phone or other means). If you do not have an off-licence you need to make contact with your local licensing authority.

What Does the Law Say

We're fortunate in New Zealand that we have a set of robust regulations governing online sales and delivery. It is important that you as a seller are aware of the rules and regulations:

[The Sale and Supply of Alcohol Act 2012](#) - sections 18, 40 and 59; and

[The Sale and Supply of Alcohol Regulations 2013](#) - sections 14 and 15.

Be familiar with these AND always seek professional legal advice if you are unsure.

Remote selling:

- You can sell alcohol remotely any day at any time BUT see delivery restrictions on sales (below).
- Your website MUST have a mandatory legal purchase age-gate as consumers enter your site.
- All remote sellers must ensure that the licence holder's name, licence number and licence expiry date are displayed in a prominent place on any internet site or catalogue and on any receipt issued for a remote sale.
- A legible image of the remote seller's licence or a clearly identified link to such an image must be displayed on any internet site used to sell alcohol.

¹ See, in particular Retail Drinks Australia's [Online Code of Conduct](#) and the International Alliance for Responsible Drinking's [Global Standards for Online Alcohol Sale and Delivery](#).

Recommended Delivery Process:

It is not only important to have a robust and compliant purchase process for online sales it is equally important to ensure the delivery of product is done in an appropriate way.

- You may only deliver between 6am and 11pm BUT NOT on Good Friday, Christmas day Easter Sunday, or before 1pm on Anzac Day. (Check your LAP in case this differs).
- You cannot have alcohol delivered to anyone who is intoxicated.
- All remote sellers must take reasonable steps to verify that both the buyer and receiver of any alcohol sold are 18 years old or over.
- No unattended delivery.
- Product should never be left on the doorstep, in the letterbox or “round the back”.
- If you use a third-party delivery agent such as a courier, you should ensure the requirements above are understood and form part of your delivery agreement with them.

In summary:

- Have a gateway on your website.
- No deliveries on specific days and time (outlined above) and your product should never be delivered unless there is someone at the delivery address to accept it AND the person accepting your delivery is over the legal purchase age (18 years) AND they are not intoxicated.
- It is your responsibility to have a robust delivery agreement with a third-party agent.

AND MOST importantly – **YOU** need to be familiar with the regulations and how they affect you and make sure that **YOU** comply with them. Always seek legal advice if you are unsure.

For more information visit - <https://resources.alcohol.org.nz/>

Disclaimer:

The information contained in this resource is intended as a general guide. All reasonable measures have been taken to ensure that the information is current and accurate. It is not intended to constitute legal advice. We encourage all members to get legal advice and or contact their local licensing officer if they are unsure of any information.