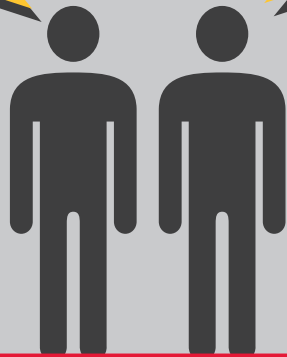


ONLINE SALES OF ALCOHOL

“ I’m a Craft beer manufacturer selling products to end consumers through third party retailers ”

“ I want to sell products online and directly to end consumers, but what is legally required before manufacturers are able to sell alcohol online to end consumers? ”



What is legally required before manufacturers are able to sell alcohol online to end consumers?

Manufacturers must apply for an off-licence

- An off-licence allows the manufacturer to sell alcohol from its premises (via the internet) and deliver it somewhere else.
- The manufacturer must apply for an off-licence at the relevant District Licensing Committee (DLC), based on where its premises are located.
- The application may be subject to specific restrictions based on the Council’s local alcohol policy.
- We recommend attending a pre-application meeting. Several Councils offer this to discuss the application and reduce any likelihood of delay once the application has been lodged.
- You can expect the application process to take approximately 50 working days, however this may vary depending on the DLC. The application must be publicly notified and reviewed by the Police, Medical Officer of Health and the Licensing Inspector.
- The DLC will make the decision on whether to issue a licence.

Manufacturers should obtain a remote sales endorsement

- As a remote seller of alcohol, a manufacturer may request an endorsement when applying for a licence.
- If an endorsement is obtained, the manufacturer does not require a duty manager on the premises and will not need to display a copy of the licence and a sign stating the ordinary hours of business at the premises from which the products are delivered.



Manufacturers must comply with off-licence requirements

- Products must not be delivered to consumers between 11pm and 6am.
- The manufacturer must display on their website in a prominent place, the holder of the licence, the licence name and the date on which the licence expires. A link to an image of the licence must also be provided.
- The manufacturer will need to comply with every condition of the licence.

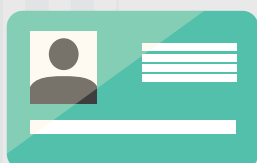
Manufacturers must hold an off-licence before selling products online

- The holder of an off-licence can sell alcohol from the premises the licence is issued for and deliver it somewhere else.
- As the manufacturer is selling remotely, the contract for the sale of beer must provide that alcohol will be delivered to the buyer by or on behalf of the manufacturer.



Manufacturers must take reasonable steps to verify that buyers are over 18 years old

- The manufacturer must take reasonable steps to verify the buyer of any alcohol is not under the purchase age.
- Each buyer must confirm by ticking an on-screen box that they are over 18 years old when they first enter the internet site and immediately before the sale of alcohol is completed.



The manufacturer must apply for and obtain an off-licence from their DLC and comply with the conditions and requirements of that licence before selling alcohol to end consumers

