



ŌTOROHANGA DISTRICT LICENSING COMMITTEE

Decision 018-0591

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

AND
IN THE MATTER of an application by
Pungent Pukeko Limited
for an off-licence in respect of the premises at 189
Kawhia Road, Ōtorohanga known as Pungent Pukeko
Distilling Co. pursuant to section 40 of the Act

DECISION OF THE DISTRICT LICENSING COMMITTEE

1. The application for an off-licence endorsed for the remote sale of alcohol by using an internet site (pursuant to section 40) is granted subject to evidence of a building compliance certificate. The licence may issue upon payment of the annual fee.
2. This licence continues in force until the close of the period of 12 months after the day it is issued.
3. The licence is subject to the following conditions:
 - (a) **Alcohol may be sold at any time, on any day, while always trading as a remote seller.**
 - (b) Alcohol must not be delivered on Good Friday, Easter Sunday, Christmas Day, or before 1 pm on Anzac Day, or between 11:00pm and 6:00am the following day.
 - (c) Alcohol sales are limited to only those manufactured by Pungent Pukeko Limited.
 - (d) The licensed premises is described in the plan date stamped as received by the Ōtorohanga District Licensing Committee on **15 October 2025**.
 - (e) 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.
 - (f) The outside of the delivery package must contain a label with the following words:
CONTAINS ALCOHOL
 - Do not leave at destination without proof of delivery.
 - Do not deliver to intoxicated persons or persons under 18 years of age.
 - (g) A copy of the licence must be displayed on the Pungent Pukeko Limited internet site in a prominent place.

(h) Every receipt for the sale of alcohol by remote sale must contain the licence holder's name, licence number and the date on which the licence expires.

REASONS

1. This is an application by Pungent Pukeko Limited for an off-licence endorsed for the remote sale of alcohol by using an internet site in respect of the premises situated at 189 Kawhia Road, Ōtorohanga known as Pungent Pukeko Distilling Co. The associated premises is a current premises which has been licensed for 12 months under the off-licence remote seller of Jack Francis Walters (as the sole trader of Pungent Pukeko). Mr Walters seeks to use the registered as the legal entity for the application of a new off-licence, with section 40 endorsement and indicates that he will surrender the current off-licence once the new off-licence for Pungent Pukeko Limited is granted.
2. The application was advertised, and no objections have been received from members of the public. The Liquor Licensing Inspector, Police and the Medical Officer of Health have provided reports and do not oppose the application. Accordingly, the matter is decided on the papers (s 134).
3. The object of the Act is to ensure that the sale and supply of alcohol is undertaken safely and responsibly, and the harm caused by excessive or inappropriate consumption of alcohol is minimised (s 4).
4. In deciding whether to grant an off-licence endorsed for the remote sale of alcohol by using an internet site the licensing committee must have regard to sections 40, 49, 59 and 105 of the Act. Therefore, this committee must consider the following questions within the framework of the purpose and object of the Act:
 - a) Is the applicant suitable?
 - b) Are the days and hours during which the applicant proposes to sell alcohol reasonable?
 - c) Does the applicant have appropriate systems, staff and training to comply with the law?
 - d) Does the applicant have a copy of the licence displayed in a prominent place on their internet site?
 - e) Does the applicant have the licence holder's name, licence number and the date on which the licence expires printed on each receipt for the remote sale of alcohol?
 - f) Has the applicant taken reasonable steps to ensure that alcohol is not sold to or received by persons under the age of 18 years?
 - g) Is the design and layout of the premises suitable?
 - h) Does the applicant propose to engage in the sale of goods or provision of services other than those directly relating to the sale of alcohol, low-alcohol refreshments, non-alcoholic refreshments and food?
 - i) Will the amenity and good order of the locality be reduced to more than a minor extent by the effects of the issue of licence?
 - j) Should it be a condition of the licence that a manager be on duty for particular days and times?
 - k) Have the police, inspector and medical officer of health raised any relevant considerations?
 - l) Does the application comply with the Ōtorohanga District Local Alcohol Policy?

Is the applicant suitable?

5. The licensing committee is satisfied that Pungent Pukeko Limited is a suitable applicant to hold an off-licence endorsed for the remote sale of alcohol by using an internet site. The director Jack Walters has been operating the off licence as a sole trader remote seller under the same premises since 28 November 2024. Applicant has one director and two shareholders. Jack is the director and holds 75% of shares. His cousin Nathan Walters is the

other shareholder who holds 25% of shares. Mr Walters is a part-time music teacher at Hamilton Boys High School. He has been distilling and fermenting alcohol for the last 3 years.

Are the days and hours during which the applicant proposes to sell alcohol reasonable?
Does the applicant have appropriate systems, staff and training to comply with the law?
Does the applicant have a copy of the licence displayed in a prominent place on their internet site? Does the applicant have the licence holder's name, licence number and the date on which the licence expires printed on each receipt for the remote sale of alcohol?
Does the application comply with the Local Alcohol Policy?

6. Pungent Pukeko Limited has applied for a licence with sales permitted at any hour. This is appropriate because the holder of a licence endorsed for remote sales can sell alcohol at any time (section 49). However, alcohol cannot be delivered on Good Friday, Easter Sunday, Christmas Day, or before 1 pm on Anzac Day, or between 11.00pm and 6.00am the following day (section 59(1)).
7. The licensing committee is satisfied that Pungent Pukeko Limited employs 1 certificated duty manager who is qualified to ensure that all remote sales of alcohol comply with the Act.
8. The licensing committee is satisfied that Pungent Pukeko Limited will display the licence on the internet site and will ensure that the appropriate details are displayed on receipts.
9. The application has been assessed and is compliant with the Ōtorohanga Local Alcohol Policy.

Has the applicant taken reasonable steps to ensure that alcohol is not sold to or received by persons under the age of 18 years?

10. Pungent Pukeko Limited is taking appropriate steps to ensure no sales are made to or received by persons under the age of 18 years. When a customer enters the website, they will be asked to confirm that they are over 18 years of age. Age verification will also be required at the point of purchase.

Is the design and layout of the premises suitable?

11. The premises is situated at 189 Kawhia Road (State Highway 39), Ōtorohanga and the proposed premises is a workshop extended from the garage. The distillation and fermentation operations are held in this area. Alcohol products will be stored on shelves or on the floor underneath the work bench. Remote sales facilitated via telephones, emails and website. This is a rural property and there is no signage advertising alcohol on site. The licensing committee is satisfied that the design and layout of the premises is suitable for a remote sale operation.

Does the applicant propose to engage in the sale of goods or provision of services other than those directly relating to the sale of alcohol, low-alcohol refreshments, non-alcoholic refreshments and food?

12. Pungent Pukeko Limited does not engage in the sale of goods or services other than those directly relating to the remote sale of alcohol.

Will the amenity and good order of the locality be reduced to more than a minor extent by the effects of the issue of licence?

13. The licensing committee is satisfied that the grant of an off-licence endorsed for the remote sale of alcohol by using an internet site to Pungent Pukeko Limited will not have a negative effect on the good order of the locality.

Remote sale conditions

14. Under Section 18(1) of the Act, the holder of an off licence is entitled to sell alcohol on or from the premises the licence is issued for and deliver it somewhere else.
15. The proposed remote sale conditions reiterate the provisions in sections 18 & 49 of the Sale and Supply of Alcohol Act 2012 and regulations 14 & 15 of the Sale and Supply of Alcohol Regulations 2013 in a general sense. The licensing committee has formed a view that there is a benefit in adding remote sale conditions that repeat statutory requirements because they draw the licensee's attention to the statutory requirements and serve as a useful reminder and training tool for staff. Therefore, remote sale conditions are included in the licence as a reminder about general obligations when providing this service.
16. Pungent Pukeko Limited have consented to these conditions.

Conclusion

17. Therefore, the application for an off-licence is granted.

Dated this 13th day of January 2026

A handwritten signature in purple ink, appearing to read "Tegan McIntyre", enclosed within a light purple oval.

Tegan McIntyre
Commissioner
Ōtorohanga District Licensing Committee