

IN THE MATTER

of the Sale and Supply of
Alcohol Act 2012

AND

IN THE MATTER

of an application by Double 9
Limited for renewal of an off-
licence pursuant to s.127 of the
Act in respect of premises
situated at 25 Market Street,
Pokeno known as “The Bottle-O
Pokeno”.

BEFORE THE WAIKATO DISTRICT LICENSING COMMITTEE

Commissioner: Andrew Baker

AMENDED DECISION

[1] Double 9 Limited applies for the renewal of an off licence in respect of premises situated at 25 Market Street, Pokeno known as “The Bottle-O Pokeno”.

[2] The application was granted on 28th October 2025.

[3] The conditions contained within the Inspector’s report invertedly left out specific wording that had been agreed to by both the applicant and objector namely in paragraphs 7 (g) and (j).

[4] These conditions have now been amended to include the agreed wording.

[5] The decision dated 18th October 2025 is amended with the conditions below. The remainder of that decision is as written.

[6] I am satisfied as to the matters which I must have regard as set out in s.105 of the Act, and I am satisfied that the application meets the purpose and object of the Act. Accordingly, I grant the applicant a renewal of the underlying off licence with the following conditions:

- (a) No alcohol is to be sold or delivered on Good Friday, Easter Sunday, Christmas Day, or before 1.00 pm on Anzac Day.
- (b) Alcohol may be sold under the licence only on the following days and during the following hours: **Monday to Sunday 9.00am to 10.00pm**
- (c) The whole of the premises is designated as a supervised area.
- (d) Drinking water is to be freely available to customers immediately adjacent to any alcohol that is being supplied free as a sample on the premises.
- (e) The licensee must take the following steps to ensure that the provisions of the Act relating to the sale and supply of alcohol to prohibited persons are observed:
 - (i) Display 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.

- (f) The licensee must take the following steps to ensure that the provisions of the Act relating to the management of the premises are observed:
- (i) All staff will be trained in their responsibilities under the Act.
 - (ii) A sign shall be prominently displayed inside the premises, which identifies by name the manager on duty responsible for the management of the sale and supply of alcohol under the licence.
- (g) No single bottles, cans or containers of beer, cider or RTDs (except for craft) priced less than \$6.00 per unit are to be displayed or sold.
- (h) No sales to persons in school uniform.
- (i) No irresponsible promotions of alcohol (such as those, as a minimum, set out in s.237 of the Act, including through any internet or social media channels (eg.Facebook).
- (j) No transactions using Afterpay or similar “buy now, pay later” payment methods as defined by the Waikato Local Alcohol Policy in effect.
- (k) Pregnancy warning signs at least A3 in size shall be prominently displayed near the entrance.
- (l) External promotion and advertising such that at least 50 per cent of any store front glazing shall be transparent, consistent with CPTED guidelines and no more than 30 per cent of the external area of any side of the premises may contain alcohol related signage or advertising excluding the company and/or trading name.
- (m) The sale or delivery of alcohol is authorised on the premises generally. The premises situated at Unit 1, 25 Market Street, Pokeno, are more precisely identified in a plan date stamped as received by the Waikato District Council on 16 September 2020.

[7] The licence may issue for a period of three (3) years upon payment of any outstanding fee.

[8] I refer any party who wishes to appeal this decision or part of this decision to sections 154 through to 158 of the Act.

DATED at Auckland this 29th day of October 2025



Andrew Baker
Commissioner
Waikato District Licensing Committee