

Pursuant to the Sale and Supply of Alcohol Act 2012 (the Act), **Ithuba Investments Limited** (the licensee) is authorised to sell or deliver alcohol on or from the premises situated at **141 Kitchener Road Milford Auckland**, and known as **New World Milford**, to any person for consumption off the premises and to supply alcohol free, as a sample, for consumption on the premises.

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

This licence is subject to the following conditions:

- a) No alcohol is to be sold or delivered on Good Friday, Easter Sunday, Christmas Day, or before 1 pm on Anzac Day.
- b) Alcohol may be sold only while the premises are operating as a supermarket, and only during the following days and hours:

Monday to Sunday 7.00am to 9.00pm

- c) 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.
- d) No alcohol may be sold other than -
 - (i) beer that complies with the appropriate New Zealand food standard for beer; or
 - (ii) mead that complies with the appropriate New Zealand food standard for mead; or
 - (iii) fruit or vegetable wine that complies with the appropriate New Zealand food standard for fruit or vegetable wine; or
 - (iv) grape wine that complies with the appropriate New Zealand food standard for grape wine; or
 - (v) a food flavouring, prepared for culinary purposes, that is unsuitable for drinking undiluted.
- e) No intoxicated persons may be allowed to enter or to remain on the premises.
- f) The licensee must ensure that A4 signs, stating "Alcohol will not be sold to minors or intoxicated persons" are prominently displayed so as to be easily read from every point of sale.
- g) Only the area delineated on the plan dated 8 January 2026 is a permitted area for the display and promotion of alcohol. A copy of the plan must be either displayed alongside this licence, or available for viewing at the premises upon request.
- h) The social responsibility policy that was submitted with the application must be complied with.
- i) The whole of the premises is undesignated.
- j) The following conditions in relation to external advertising signage apply:
 - (i) External or external-facing advertising of prices of alcohol products, or promotion of a special price/discount of an alcohol product must not be displayed on the façade of the building.
 - (ii) External advertising of alcohol products must not be displayed by way of flags, sandwich boards or bollard covers outside the premises.
 - (iii) Any alcohol-related lifestyle or branding images must not exceed 25 per cent of the façade of the premises.
- k) The licensed premises are more precisely identified as outlined in the plan date stamped as received by Auckland Council on 8 January 2026.

Off Licence

Section 17 to 20, 64 and 135, Sale and Supply of Alcohol Act 2012

DURATION

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 licenses, this licence continues in force—

- (a) until the close of the period for which it was last renewed; or
- (b) if an application for the renewal of the licence is duly made before the licence would otherwise expire, until the close of the period of 3 years after the period for which it was last renewed.

This licence expires at the close of 20 June 2029 unless renewed.

Originally dated at Auckland on 20 June 2022



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Secretary, Auckland District Licensing Committee

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NOTE: The requirements of the Act found at sections 56 and 57, in relation to signage must be adhered to.

This licence replaces licence no. **007/OFF/62/2023** and the licence continues in force until **29 June 2029** unless again renewed.

