


Premium Experiences

**GUIDELINES FOR HOSTING SAFE AND
SUCCESSFUL LARGE-SCALE WINE EVENTS
MARCH 2014**



NEW ZEALAND WINE
PURE DISCOVERY





These guidelines have been developed by New Zealand Winegrowers and the Health Promotion Agency to assist organisers of large-scale wine events to deliver safe and successful events.

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PART ONE

WINE EVENTS: PREMIUM EXPERIENCES

New Zealand wine is a premium product. Wine events should, therefore, deliver a premium New Zealand wine experience to patrons. Events must be, first and foremost, safe and enjoyable experiences.

The premium positioning of New Zealand wine should be used to set clear behavioural expectations for those involved in hosting the event as well as those attending the event (ie, premium product/premium behaviour). This is captured in the phrase '*premium experiences*'.

What is a wine event?

A wine event is a public event:

- for which a special licence is required
- where sampling of wine is an integral element
- at which wineries participate in order to promote their products.

A variety of wine events are held in New Zealand every year. Typically, these take the form of food and wine festivals, often including some type of entertainment such as music performances. These events are an important way for wineries and wine regions to promote and sell their product to a wider audience and build their brand profile.

The sales and marketing opportunities that wine events present are especially significant for the visibility of small wineries. They are often organised by groups of wine producers or local wine organisations on a not-for-profit basis. They can also be organised by groups outside the industry – either as a profit-making business activity or to raise money for charity.

Wine events must have special licences that outline certain conditions the event organiser and participating wineries need to meet, according to the nature of the event and an assessment of the risks associated with it. Ensuring wine events are run safely and responsibly will help minimise the number and scope of any such conditions and, consequently, the compliance cost for those applying for special licences in the future.

It is, therefore, important for all wine event organisers and participants to recognise that each event sets a precedent for those that follow. The opportunity to participate in wine events must not be compromised by poor event planning and/or inadequate event management.

What makes wine events unique?

Wine events have features that can both minimise and enhance risk and need to be balanced within the context of the overall event. In particular:

- Wine sampling is a key element of wine events. While the event focuses on a particular type of alcoholic beverage, the emphasis is not on drinking but on tasting. Small sample sizes and the provision of spittoons are essential for tasting events.
- The focus on promoting quality wines means that glass is an essential element of a successful event. Wine is presented in glass bottles and glassware is necessary for proper sampling of wine.



Photo by Marlborough Wine and Food Festival

- Wine events are often held outdoors in a rural setting such as a winery or vineyard. Rural locations can present transportation issues, but also minimise impacts on neighbours.
- Several wineries may be involved in a wine event and they may either operate from multiple stands within a single site or occasionally from multiple sites. This can mean there is a large perimeter and multiple points of entry and sale to control.
- Wine events are usually held during the day for a single day, often starting in the morning and ending in the early evening.
- Wine events are often community-based events, mobilising locals to deliver an event that showcases a region to the wider public. This may mean the staff are volunteers and entry to the event may not be age-restricted.

Scale and risk

Wine events come in a variety of formats and scales with different levels of risk. The extent of strategies and actions for alcohol management will, therefore, vary with the scale and level of risk associated with an event.

To gain a special licence to run a wine event you must meet specific criteria, as set out in the Sale and Supply of Alcohol Act 2012 (SSAA). The local District Licensing Committee must be satisfied you meet the criteria.

Under the SSAA, events that are classified as 'large-scale' events may have additional criteria, including the requirement to provide the District Licensing Committee with an alcohol management plan and to liaise with the police and the local council.

There is no specific guidance in the SSAA about what constitutes a 'large-scale' event. For some wine events, it is quite obvious they are large-scale, but for others the situation is not clear cut.

The scale of the event should not be seen as a simple reflection of the number of patrons at the event. For example, a small winemaker pouring samples of wine at a local farmers' market could not be classified as a large-scale event in terms of alcohol management, regardless of the number of patrons.

The scale and risk of a wine event should take into account a number of factors, in particular:

- the availability of wine and other alcoholic beverages for purchase and consumption on premises (rather than simply tasting)
- the number of licensees and the scale of their offer relative to the scale of the overall event
- the number of members of the public expected to be on site at any time during the event
- the demographics of the patrons attending (ie, age and gender).

PART TWO

STRATEGIES AND ACTIONS FOR ALCOHOL MANAGEMENT AT LARGE-SCALE WINE EVENTS

Guidelines for Managing Alcohol at Large Events, published by the Health Promotion Agency, is an essential tool to help those involved in organising a large-scale wine event to understand potential strategies and actions for alcohol management. This section highlights some of the special features of wine events that need to be taken into account when applying the guidelines to large-scale wine events.

Tasting wine

Tasting wine is a key component of wine events. The things that make for a successful wine tasting also make for a safe event.

- A standard tasting pour in an ISO tasting glass is 40-50 ml. This is roughly half a standard drink of wine – or about half the amount of alcohol the average person can process in an hour. For large-scale wine events, you may be best to keep your tasting pours to 40ml.
 - Set clear expectations for serving staff and patrons about the difference between a tasting pour and the purchase of a glass of wine.
 - Do not be tempted to give 'generous' tasting pours. Event glassware marked with a standard tasting pour and a glass pour is a good idea.
 - Have enough spittoons available. Encourage people to use them and make sure they are emptied regularly.
 - Make sure clean drinking water is available. Legally, in accordance with the SSAA, drinking water (and in many cases also low-alcohol beverages – see page 5)
- must be freely available at the event, along with clean drinking containers. Even if these are provided by the event organisers, it is a good idea to have water on each winery stand for rinsing glasses and palates. Signage at the event encouraging the regular use of water should be encouraged.
 - Never pour tasting samples (or anything else alcoholic) for intoxicated patrons or those without proof of age if they are suspected of being under age, regardless of any wrist bands/stamps or other security measures they may have on them.



Photo by Marlborough Wine and Food Festival

Managing glass at wine events

Because wine events are focused on promoting a quality product, glass is an essential element of a successful event. Wine is presented in glass bottles because there are quality, cost and presentation problems with plastic bottles, and glassware is necessary for the proper sampling of wine. There are few adequate, non-breakable alternatives and existing options are prohibitively expensive and impractical for a large-scale event.

However, glassware is only appropriate for events where there are sufficient measures in place to manage and minimise possible health and safety issues. Event organisers must be aware that the success (or otherwise) of their event may set a precedent for subsequent events and event organisers in this regard.

Glassware can play an important role in influencing people's expectations and experience. Patrons usually receive a wineglass when they enter and this is the only vessel into which wines are poured, so patrons need to take care of them if they wish to continue sampling wine. The size and style of the glassware, typically a standard ISO tasting glass, reinforce a message about tasting, about sample size and about the premium nature of the event. Often the glasses are printed with the name of the event as well as the standard tasting and glass pours and patrons keep them as mementos of the event.

Glass wine bottles also play a role in perception and behaviour at an event. If patrons buy a full bottle of wine, they are purchasing a number of drinks at one time, which presents a risk of excessive consumption that must be managed. Success in managing this risk will depend on the measures in place at the event and their implementation.

In addition to measures set out in the *Guidelines for Managing Alcohol at Large Events*, the premium experiences culture of an event can also be a mitigating factor. Selling a full bottle to every member of a group, for example, clearly would not promote premium experiences. If food and entertainment are provided at a wine event, sale of wine by the bottle can reduce the tendency to 'knock back' a drink before moving to the next area. Patrons should be encouraged to move away from the sampling area and enjoy their wine with friends at their leisure and with food. If managed properly, this can slow down consumption.

Glass wine bottles also present a potential health and safety risk if they are allowed to accumulate as litter. Plenty of wheelie bins for recyclable waste should be provided and a system to swiftly remove empty bottles should be in place. Having refundable deposits for empty wine bottles has worked successfully at some events and is worth considering.

Stall holders should be careful about displaying full bottles of wine where there is a risk they could be stolen. Shared chillers present a similar risk and suitable security and supervision measures should be in place to manage this.

Tips for managing glass at wine events:

- Issue a single tasting glass for each patron and do not allow the use of other glassware.
- Do not issue tasting glasses or replacements to intoxicated persons.
- Have a standard tasting pour marked on the glass.
- Provide a single, responsible point for issuing new glasses where breakages can be accounted for.
- Limit bottle purchases to a single bottle for each patron (although this does not mean that you should sell every patron in a group one bottle).
- Have an effective process in place for cleaning up empty bottles quickly.



Photo by Villa Maria

Food and drink

Food

Proper food is essential to a successful wine event. It complements the wine and offers opportunities to create a premium experience, eg, by highlighting regional foods or particular styles of cuisine.

Food also offsets the effects of alcohol consumption and slows down drinking. The SSAA requires that all event patrons should have access to high-quality, substantial food that is affordable and varied.

Where there are multiple winery stands at an event, food does not need to be provided on every winery stand. But food stands should be plentiful, easy to find and situated throughout the venue rather than limited to discrete areas. Event organisers should consider locating some food stalls close to high foot traffic areas to remind and encourage people to eat, eg, near washroom facilities and areas with seating and shade.

Water

The SSAA also requires that all event patrons should have access to 'freely available', clean drinking water throughout the event. At a large-scale event, drinking water should be provided at several locations at the venue that are easy to find and access and clean drinking vessels should be available – ideally, disposable cups.

There is scope to be creative in providing drinking water, eg, by having water providers roving through the crowds (such as the *Cheers! Water Warriors* – see cheers.org.nz). Water provision also offers scope for sponsorship, although care is needed to ensure the legal obligation to have water freely available is met, as well as sponsors' needs.

Where there are multiple winery stands at an event, drinking water does not need to be provided on every winery stand, but the location of water should be clearly signposted. It is still a good idea to have some water on each winery stand for rinsing glasses and palates.

Low-alcohol and non-alcoholic beverages

Organisers of large-scale wine events need to proactively consider the provision of low-alcohol and non-alcoholic beverages, because the District Licensing Committee is likely to impose conditions relating to the sale and supply of such products.

Because wineries specialise in wine only, this may impact on how low-alcohol and non-alcoholic beverages are made available. Wineries may not wish to offer non-alcoholic drinks that clash with their brand positioning, so non-alcoholic beverages should be offered at other points in a venue, eg, at food stands. Low-alcohol products (such as light beers) are outside the usual business of both wineries and unlicensed food suppliers and do not need to be supplied at winery cellar doors. However, if there are non-winery licensees at an event, conditions regarding the provision of low-alcohol drinks will be imposed on those licensees.



Photo by Marlborough Wine and Food Festival

The physical environment

Large-scale wine events often take place at wineries or vineyards or other large, rural sites in the summer season. Sometimes a single event will encompass a number of wineries or vineyards. These sites can be very appealing to patrons and can be used to reinforce the expectation of a premium experience.

The SSAA requires that, when considering special licence applications, the likely impact of the event on the amenity and good order of the affected locality must be taken into account.

Particular issues to keep in mind include:

- navigation of the site
- availability of comfortable seating and adequate shelter from the sun, wind and rain
- adequate supply of, and easy access to, toilets
- management of waste
- transport to and from the venue
- management of large perimeters through effective site clearance procedures at the end of large events to ensure the site is completely clear of people (eg, checking down vine rows)
- coordination of security procedures across multiple sites or entry points
- the location of alcohol-free and/or family areas
- the location of a First Aid area or a Safe Zone.

Refer to the Health Promotion Agency's *Guidelines for Safe Zones at Large Events*, published November 2013, for more information.

Multiple licences/stands

The classic format for a major wine festival is to have multiple winery stands offering tastings and on-premises sales. If this format is used, several issues must be considered, including:

- the name and contact details of the event organiser/controller
- the names of the nominated duty managers and the name(s) of the licence holder(s) and the location of the licensed area(s)
- consistent application of event rules across all stands
- communication across stands (so that, eg, there is no risk that a patron who has been identified as intoxicated and removed from one licensed site can gain access to another licensed site)
- the layout of winery stands in relation to other services.

Underage patrons

Wine events can involve the whole community, which means they may not necessarily be restricted to patrons 18 years and over. Where this is the case, event organisers and wineries must recognise the heightened risk that underage patrons will ask to be served alcoholic beverages. They must also recognise the importance of ensuring young people are not exposed to inappropriate drinking behaviours and the possibility of social supply to minors. Particular vigilance is needed in processes like wrist-banding and checking proof of age documents.

Event organisers should expect and welcome the fact that there will be controlled purchase operations (CPOs) at their event. CPOs are planned operations designed to monitor and enforce the provisions relating to the sale of liquor to minors in the SSAA. They involve supervised volunteers aged under 18 years attempting to buy alcohol from licensed premises, including at large events. If a volunteer's purchase proves successful, the premises' operator, manager or licensee is liable to prosecution or other sanction via the Alcohol Regulatory and Licensing Authority (ARLA) or the District Court.

Staff

Wine events often require the presence of volunteers and inexperienced staff to help with pouring samples and/or wine sales. Take particular care that:

- each stand holder takes responsibility for setting the expectations for staff and for continuing to manage staff on their stall
- staff understand that, while they may need to taste wine with patrons from time to time, they should be using spittoons and should not become intoxicated
- staff do not bend the rules for family, friends, customers or clients.

Alcohol management plan

From 18 December 2013, under the SSAA, a local District Licensing Committee may require special licence applicants for large-scale events to prepare and submit an alcohol management plan as part of their special licence application. The plan should describe how the applicant proposes to deal with matters such as security, monitoring, interaction with local residents and public health concerns. While not mandatory for smaller wine events, preparing an alcohol management plan can be a useful discipline in terms of event planning.

The Health Promotion Agency's *Guidelines for Managing Alcohol at Large Events* provides useful guidance on preparing an alcohol management plan. A sample plan for a multi-stand large-scale wine event has been included on pages 8 to 11 to assist organisers and licensees. Please note that it is only an example and event organisers will need to think carefully about the range of risks specific to their event and tailor the response strategies, actions and measures to their situation.

A blank alcohol management plan template and the *Guidelines for Managing Alcohol at Large Events* can be found at alcohol.org.nz.



Photo by Villa Maria

Sample alcohol management plan for a multi-stand large-scale wine event

Risk	Risk Components	Level of Risk	Strategies to Address Risk
INTOXICATION	Patrons arrive intoxicated	Moderate	Set expectations (zero tolerance) prior to, upon entry, and during the event Refuse entry Communicate to other licence holders, bar and security staff, police and medical officers
	Patrons smuggle alcoholic beverages into venue	Moderate	Set expectations Confiscate alcohol Refuse entry
	Patrons drink excessively	High	Set expectations Control sale and supply Provide appropriate entertainment to set the tone and take the focus away from consuming alcoholic beverages
	Patrons drink without food	Moderate	Provide a range of well-priced and substantial food options
UNDERAGE DRINKING	Minors access licensed areas	High	Effective ID system Effective site/perimeter monitoring and security
	Minors purchase alcohol	Moderate	Effective ID system
	Other patrons supply alcohol to minors	High	Control sale and supply

Actions to be Taken	Responsibility for Actions	How to Measure Success of Actions
Information and signage	Event organiser	Information and signage are present
Dedicated security observations at entry	Security provider	Intoxicated patrons do not enter the venue
Communication between entry points	Security provider	Security staff communicate
Information and signage	Event organiser	Information and signage are present
Bag searches at entry	Security provider	Alcohol collection bins are provided
Refuse entry	Security provider	Alcohol is not brought into the venue
Information and signage	Event organiser, licensees and duty managers	Information and signage are present
Standardised glassware. Focus on and adhere to standard tasting sizes	Licensees and duty managers	Duty manager and security staff are present at each point of sale
Monitor for excessive drinking and intoxicated patrons. Remove or change wristbands. Visible monitoring and enforcement	Serving staff and security provider	Intoxicated patrons are not served, are not harmed, and are removed promptly from the venue
Promote non-alcoholic drinks	Licensees and duty managers	
Close bars intermittently and in advance of event ending	Licensees and duty managers	
Serving staff fully briefed and supported by trained and experienced manager	Licensees	
Provide a safe area for intoxicated patrons	Licensees supported by ambulance service	
Promote substantial and varied food that is easily accessible	Licensees and catering provider	Food is available (or notified) at each point of sale
Information and signage	Security provider and duty managers	Information and signage are present
ID checks at entry points and bars.		No minors purchase alcohol or are present in licensed areas
Visible policing of perimeter to ensure no unauthorised site access		
Information and signage	Security provider and duty managers	Information and signage are present
ID checks at entry points and bars/wrist banding		No minors purchase alcohol or are in licensed areas
Monitor for supply to minors	Security provider and duty managers	No minors are supplied with alcohol by other patrons

Sample alcohol management plan for a multi-stand large-scale wine event, continued

Risk	Risk Components	Level of Risk	Strategies to Address Risk
INJURY FROM DRINK CONTAINERS	Broken glass/vessels thrown/trip hazard	High	Control drink containers
DRINKING AND DRIVING	Patrons drink and drive	High	Drink-drive policy
USE OF CASUAL BAR STAFF	Breach of licence conditions	High	Ensure proper briefing and management
	Intoxicated patrons	High	
	Sales to minors	High	
INJURY SUSTAINED MOVING BETWEEN LICENSED SITES	Patrons are injured by traffic or create a traffic hazard	Moderate	Employ traffic patrol wardens

Actions to be Taken	Responsibility for Actions	How to Measure Success of Actions
<p>Pre-event marketing, messages, etc</p> <p>Vessels can be worn</p> <p>Frequent clearing of venue /licensed areas</p> <p>Adequate number of recycling bins provided</p>	<p>Event organiser, security providers and duty managers</p>	<p>Venue/licensed areas are clear of glasses and broken glass</p>
<p>Pre-event marketing messages around transport, planning, etc</p> <p>Promote non-alcoholic drinks</p> <p>Provide and promote sufficient alternative transport</p>	<p>Event organiser</p> <p>Licensees and duty managers</p> <p>Event organiser</p>	<p>Event venue does not feature in last drink survey statistics</p> <p>Information about alternative transport is visible at all exit points</p>
<p>Serving staff fully briefed and supported by trained and experienced manager</p>	<p>Event organiser and licensees</p>	<p>Licence conditions are complied with</p> <p>There are no intoxicated patrons</p> <p>No minors purchase alcohol</p>
<p>Traffic wardens to ensure patrons commute safely between licence sites and traffic drives slowly</p>	<p>Event organiser</p>	<p>There are no incidents involving, or injuries sustained by, patrons when commuting between licence sites</p>

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and go to Order Resources