

Alcohol licensing infosheet

Wineries and cellar doors

What is a cellar door?

A cellar door is the term used to describe manufacturers, producers and distributors of wine, who offer alcohol for sale from their premises.

A cellar door does not include breweries who manufacture, produce and distribute beer, as these are considered as 'other' types of premises under the Fees Regulations. In order to sell alcohol from a cellar door to take away, an off-licence must be held.

Tastings

Tastings may be offered from the cellar door, but no fee is able to be charged. If a fee is charged, the tasting becomes a sale, and an on-licence is required. This applies even if the customer is advised that they can redeem their tasting fee against a wine purchase. A fee includes direct monetary payment, gifts, donations or koha in exchange for the tasting.

All cellar doors offering tastings must ensure water is readily available at all times, free of charge.

Wineries

Alcohol can also be sold from a winery in various contexts aside from the cellar door. These include:

On-licence – An on-licence is required where the winery intends to sell alcohol that will be consumed on the premises. All on-licences need to have a reasonable range of food available on the premises at all times when alcohol is for sale,

as well as a range of non-alcoholic beverages. Wineries are ordinarily required to provide at least one low-alcohol beverage option (ie, containing not more than 2.5% alcohol content), but they can be exempted from this requirement in certain circumstances. If they have an exemption it will be noted on their licence.

Remote Sales – This type of licence is required when alcohol is sold using the internet, telephone or mail-order, where the buyer is at a distance from the premises and the alcohol is then delivered to the buyer. If a person only holds a section 40 remote sellers licence, no one may purchase alcohol on the premises. Refer to the [HPA Remote Sales of Alcohol Guidance](#).

Special Licence – A winery wanting to host an event not covered under their licence can apply for a special licence eg, private function or promotional events.

Te Whatu Ora/ Health New Zealand

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For more information visit alcohol.org.nz