

News Release Deputy Premier John Rau

Attorney General
Minister for Planning
Minister for Industrial Relations
Minister for Business Services and Consumers



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Wine sales in supermarkets up for discussion

The State Government is calling for community and industry views on a proposal to allow supermarkets a limited licence to sell bottled wine.

Minister for Business Services and Consumers John Rau has today released a discussion paper along with draft legislation which proposes a new class of liquor licence to authorise the sale of bottled wine in supermarkets.

“This proposal is primarily designed to benefit South Australian wine producers, regions and locally owned and operated supermarkets,” Mr Rau said.

“Many of our local wineries are unable to compete or meet with the demands placed upon them by some liquor retailers.

“This new class of liquor licence will open up new opportunities in the market for these wine makers.

“Creating the opportunity for South Australian owned and operated supermarkets to sell bottled wine produced by local wineries is a win for both industries.

The licence would be subject to strict conditions including:

- limiting display and sales to within designated areas of the supermarket;
- limiting the floor area allocated to wine sales;
- limiting the permitted hours of trade (more restrictive than those for a standard retail liquor merchant’s licence); and
- allowing only wine to be sold in bottles no larger than 750ml.

It is proposed that the liquor licence could only be authorised to supermarkets with a minimum floorspace of 400sq meters. Fortifieds, spirits, beer, cider, casks and flagons would not be available from these retailers. The liquor license can not be restricted to sale of South Australian wines, nor can it be restricted for particular supermarket chains or owners.

The staff selling wine from under this licence would need to be 18 or over, and trained in the responsible service of alcohol in accordance with the new General Code of Practice.

Mr Rau said that the consultation process would be very important in determining whether and how the proposal goes ahead.

“I am keen to hear if members of the public believe this is an idea worth pursuing. I am also keen to hear what industry groups have to say about this proposal.”

The Wine in Supermarkets Discussion Paper can be viewed at www.agd.sa.gov.au. The closing date for submissions is Friday 1 March 2012.