

Alcohol licensing infosheet

Wineries and cellar doors

Wineries

Alcohol can be sold from a winery in various contexts including from the cellar door.

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 [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.

What is a cellar door?

A cellar door is the term used to describe manufacturers and producers of wine, who offer alcohol for sale from their premises. A cellar door does not include breweries and distilleries.

In order to sell alcohol from a cellar door to take away, an off-licence must be held. A winery cellar door premises can hold an off-licence and an on-licence at the same time.

Tastings

Tastings may be offered from the cellar door. A winery with an off-licensed cellar door is able to charge for samples of grape wine for tasting, provided they:

- meet the definition for a “winery cellar door”
- only charge for samples of grape wine, up to 35mL per sample
- have a reasonable range of “snack food” available to customers to purchase at a reasonable price, and
- have water freely available.

Food is **snack food**¹ if:

- it is so cooked or prepared that it can be eaten immediately; and
- (whether or not it can form, or sometimes forms, part of a meal) it is food of a kind usually consumed between meals; and
- it is usually sold in small quantities (in the case of food sold by volume or weight); or as small items (in the case of food sold as individual items).

¹ As defined by the Sale and Supply of Alcohol Regulations 2013

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For more information visit alcohol.org.nz