



## **CODE OF CONDUCT FOR RETAIL TRADERS IN REGARD TO THE SUPPLY, SALE AND CONSUMPTION OF ALCOHOL BEVERAGES**

Retail traders in alcohol beverages undertake to abide by the following:

- 1. CONDUCT RELATING TO MINORS (PERSONS UNDER 18 YEARS OF AGE)**
  - 1.1 Alcohol beverages are not sold or supplied to minors.**
  - 1.2 If uncertain, retail traders request proof of age.**
- 2. CONDUCT PROMOTING A RESPONSIBLE ATTITUDE TO THE CONSUMPTION OF ALCOHOL BEVERAGES**
  - 2.1 The rapid and/or excessive consumption of alcohol beverages is discouraged and promotions with this objective are not permitted.**
  - 2.2 Where practical, information about taxi and public transport services is displayed.**
  - 2.3 Food and non-alcoholic drinks should be available.**
- 3. CONDUCT RELATING TO INTOXICATION AND DISORDERLY BEHAVIOUR**
  - 3.1 Alcohol beverages are not sold or supplied to intoxicated persons.**
  - 3.2 Disorderly, offensive or criminal behaviour on the part of customers is not tolerated.**
  - 3.3 A retail trader ensures that activities on the premises does not result in undue offence, annoyance, disturbance, noise or inconvenience to people who reside, work or worship in the vicinity of the outlet.**
- 4. CONDUCT PROMOTING RESPONSIBLE ATTITUDE TO ADVERTISING AND PROMOTION**

Retail traders subscribe to the Code of Commercial Communication of the Industry Association for Responsible Alcohol Use.
- 5. CONDUCT RELATING TO THE PURCHASE OF ILLICIT AND STOLEN ALCOHOL BEVERAGE PRODUCTS**

**Illicit or stolen alcohol beverages are not purchased, sold or supplied.**