



Victorian Commission for Gambling and Liquor Regulation

Liquor Licensing Fact Sheet

Producer's licence

Victorian wineries, breweries and distilleries produce some of the finest quality wines, beers and spirits in the world. In recognition of this and the important part they play in the state's tourism and hospitality industries, the Victorian Government has introduced changes to liquor licensing legislation to better suit the way these businesses operate.

To be eligible to hold this licence, it is a requirement that:

- where the product is wine, cider or brandy:
 - the licensee grows their own fruit and assumes financial risk for the production; or
 - it is made under the licensee's direction from fruit grown in Australia by another person and the licensee assumes the financial risk for the production
- where the product is beer:
 - the licensee brews their own beer or the beer has been brewed under the licensee's direction; and
 - the licensee assumes the financial risk for its production
- where the product is a spirit:
 - the licensee distils the spirit or it is distilled under the licensee's direction; and
 - the licensee has assumed the financial risk for its production.

- the licensee's own product to a person who makes an off-premises request (for example, orders by way of email, telephone, facsimile transmission, internet or other electronic communication)
- the licensee's own product from an additional retail premises for consumption away from the licensed premises.

Promotional event authorisation

Producer's licensees are able to apply for a promotional event authorisation that will be endorsed on their licence. This allows them to sell their product at as many farmers' markets, craft markets, festivals and other promotional events as they wish.

This does not include attendance at major events or horse racing events, for which a separate licence is required.

The restrictions that apply to the promotional event authorisation include, but are not limited to, the following:

- the licensee must keep a register of all events at which it has supplied its product and produce the records for inspection upon request by an authorised person
- the licensee must have the consent of the event organiser to supply liquor at the event
- any persons supplying liquor at a promotional event must have completed an approved Responsible Service of Alcohol (RSA) training program
- liquor may be supplied at a promotional event between the hours of 7am and 8pm.

Key points about the producer's licence

The licence replaces the wine and beer producer's licence and authorises the supply of:

- the licensee's own product to any other licensee at any time and at any place (wholesale)
- the licensee's own product to the public from the licensed premises for both on and off-premises consumption
- any liquor, including the licensee's own product, from the licensed premises for on-premises consumption

Retail premises

Licensees may choose to specify an additional retail premises on their producer's licence. At this address, licensees are only permitted to sell their own product for consumption away from the premises. The retail premises must be in the same wine region as the primary premises on the licence.

Wine regions and their boundaries are specified in the Register of Protected Geographical Indications and Other Terms kept by the Registrar under the *Wine Australia Act 2013*.

This publication avoids the use of legal language. Information about the law may have been summarised or expressed in general statements. This information should not be relied upon as a substitute for professional legal advice or reference to the actual legislation. Authorised by the Victorian Government.

Level 3, 12 Shelley Street, RICHMOND VIC 3121
1300 182 457 vcglr.vic.gov.au
contact@vcglr.vic.gov.au