

# CODE OF PRACTICE ON THE DISPLAY AND SALE OF ALCOHOL PRODUCTS IN MIXED TRADING PREMISES

## DISPLAY OF ALCOHOL

- Alcohol products will, as far as possible, be displayed only in a part of the premises through which customers do not have to pass in order to obtain access to other beverages and food products (except where, for security reasons, such products are displayed behind the counter but not in a window).
- Alcohol products will be confined to that one part of the premises and will, as far as possible, be separated from other beverages and food products.

## ADVERTISING

- In-store advertising of alcohol products is confined to the area in which they are displayed and will not be placed in windows or at internal locations where it is intended to be seen from outside the premises.
- Advertising materials produced by retailers will not be aimed at minors and will not seek to glamorise alcohol consumption or encourage excessive consumption.

## SALE OF ALCOHOL

- The sale of alcohol products is permitted only between 10.30am and 10.00pm on weekdays & Saturdays and between 12.30pm and 10.00pm on any Sunday or St. Patrick's Day (sales are not permitted on Christmas Day and Good Friday).
- Alcohol products will be sold only at clearly designated check-out points by persons over the age of 18 years.
- Check-out points at which alcohol products are sold, or alternatively the display area, will be monitored by CCTV.
- The sale of alcohol products by unsupervised self-service means is not permitted.

*Name and address of licence holder*

- The sale of alcohol products on a “pay-on-delivery” basis is not permitted.

## PROOF OF AGE

- Production of a proof-of-age document will be demanded in all cases where the customer appears to be under the age of 21 years or otherwise where there is a doubt about his or her age.
- The Garda Age Card is the preferred proof-of-age document.

## STAFF TRAINING

- Licence holders will ensure adequate training of staff members engaged in the sale of alcohol products and, in particular, that such staff members have an adequate knowledge and understanding of relevant areas of licensing law.

## INDEPENDENT AUDIT

- Compliance with this Code of Practice is subject to independent audit and verification on an annual basis. The Code will be up-dated from time to time.

## COMPLAINTS PROCEDURE

Complaints regarding implementation of this Code should, in the first instance be made to the licence holder named below, or to the Store Manager and if this does not result in a successful resolution, then to:

The Chairman  
Responsible Retailing of Alcohol in Ireland (RRAI)  
84-86 Lower Baggot Street, Dublin 2

or by email to: [chairman@rrai.ie](mailto:chairman@rrai.ie)

or call the RRAI's 24-hour telephone hotline on **free-phone 1800 84 80 80.**