

# Decision Notification

## Application Details

Application no.	216501
Licence No.	57711034
Licence Class	Packaged Liquor Sales
Premises Name	Swill Co
Applicant	EMMA MARION SAWREY
Application Type	Application for a Liquor Licence

## Outcome

Decision	Granted
Effective Date	05 Aug 2022

## Requirements

The following requirements in support of the application have been satisfied:

- The application has been advertised

## People

### Licensee

The following persons are approved to hold the licence:

- EMMA MARION Sawrey (172927)

## Conditions

The following conditions are added to the licence

- Any delivery agreements and despatch sites must be made available for inspection by an authorised officer.
- The licensee shall not, as part of, or in connection with, the business authorised by this licence, invite or admit prospective purchasers of liquor to any premises or place at which liquor is displayed or stored by the licensee.

## Authorisations

The following authorisations/restrictions are added to the licence

- Sale of liquor restricted to sale by direct sales transactions only

## Reasons for Decision

In reaching my determination, I have had regard to the objects of the *Liquor Licensing Act 1997*.

The application is for the grant of a packaged liquor sales licence restricted to sale by direct sales transactions only. The applicant noted her significant experience in the wine industry and submitted:

- I will be sourcing the liquor from distributors and wineries in SA and Vic...*
- My intended customer base is initially aimed at friends, family and corporate businesses in Adelaide. Once further established I will be targeting the general public.*
- My customer base will be predominantly in SA and interstate. I don't have the desire to sell overseas.*
- I will be direct emailing my customer base and selling from a Swill Co website. I will also be setting up a Swill Co Instagram page which I am working on currently. The direct emails will allow me to build up a database and*

*target wines specific to the individual customer. Once I am more established, I will be creating a proper website/app where customers can order from. Initially all the orders will be via email and phone.*

The applicant has addressed the objects of the Act in their application and I am satisfied that the sale and supply of liquor will be undertaken safely and responsibly, consistent with the principle of responsible service and consumption of liquor and the expectations and aspirations of the public.

Pursuant to section 56 of the Act, I am satisfied the applicant is a fit and proper person to hold the licence.

Pursuant to section 57(3) of the Act, I dispense with the requirement the applicant satisfy the licensing authority as to matters referred to in that section.

I am satisfied the grant of this licence would not be contrary to the public interest or inconsistent with the objects of the Act.

## Under Delegation from the Liquor and Gambling Commissioner



Ben Johns  
Manager, Liquor & Gambling  
05 Aug 2022