
GENERAL NOTICE

NOTICE 41 OF 2010

DEPARTMENT OF TRADE AND INDUSTRY

2010 SOCCER WORLD CUP LIQUOR POLICY

SECOND 2010 FIFA WORLD CUP SOUTH AFRICA SPECIAL MEASURES ACT, 2006

By virtue of the powers vested in me in terms of section 6(1)(a) of Second 2010 FIFA World Cup South Africa Special Measures Act, 2006(Act No. 12, 2006) in consultation with Minister of Sports I. Dr. Rob Davies, Minister of Trade and Industry, hereby publish for public comments the 2010 Soccer World Cup Liquor Policy.

Interested persons must submit written comments on the proposed Policy by 17/02/2010 to:

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Dr. Rob Davies, MP

Minister of Trade and Industry

LIQUOR CONTROL POLICY
2010 SOCCER WORLD CUP
SOUTH AFRICA



PREAMBLE

This Liquor Control Policy sets the framework in which liquor will be control during the 2010 Soccer World Cup in South Africa.

This Liquor Control Policy contains the measures that will govern the sale, consumption and distribution of liquor before, during and after matches.

1. INTRODUCTION

- 1.1 This Liquor Control Policy will contribute to the South African Government's commitment to making the 2010 Soccer World Cup events "the best World Cup ever", and will ensure compliance to commitments as set in the rules governing this special event.
- 1.2 This Liquor Control Policy will serve as a guide to control the distribution, selling and consumption of liquor during the duration of the 2010 Soccer World Cup.

2. SCOPE OF APPLICATION

- 2.1 The application of the scope of this Liquor Control Policy is focused on all FIFA Stadiums, FIFA Fan Parks and Public viewing areas

3. LEGISLATIVE MANDATE

- 3.1 This Liquor Control Policy will be directed and supplemented by the provisions of the following legislation:
- 3.2 2010 FIFA Soccer World Cup SA Special Measures Act, 2006 (Act No 11 of 2006).
- 3.3 Second 2010 Soccer FIFA World Cup Special Measures Act, 2006 (Act No 12 of 2006).
- 3.4 National Liquor Legislation
 - 3.4.1 Liquor Act, 2003 (Act No 59 of 2003).
 - 3.4.2 Liquor Act, 1989 (Act No 27 of 1989).

3.5 Provincial Liquor Legislation

3.5.1 Gauteng Liquor Act, 2003 (Act No 2 of 2003).

3.5.2 Eastern Cape Liquor Act, 2003 (Act No 10 of 2003).

3.5.3 Western Cape Liquor Act, 2003 (Act No 4 of 2008).

3.5.4 Free State Liquor Act, (Act No3 of 2007).

2.5.5 Mpumalanga Liquor Licensing Act, 2006 (Act No 5 of 2006).

3.5.6 Northern Cape Liquor Act, 2008(Act No. 2 of 2008).

3.6 Other Legislation

3.6.1 Liquor Products Act, 1989 (Act No 60 of 1989).

3.6.2 Revenue Laws Amendment Act, 2006 (Act No 20 of 2006).

3.6.3 Merchandise Marks Act, 1941 (Act No 17 of 1941).

4. **DEFINITIONS**

4.1 In this Liquor Control Policy, unless the context indicates otherwise -

“Beer” includes

- (a) ale, cider and stout; and
- (b) any other fermented drink, other than traditional African beer—
 - (i) that is manufactured as, or sold under the name of, beer, ale, cider or stout, if it contains more than one per cent by volume of alcohol; or
 - ii) that is declared to be beer by the Minister of Trade and Industry;

“Bottle” means a container made of glass;

“Demarcated Area” means a clearly demarcated area in which liquor may be sold or consumed;

“Distribute” means to offer liquor for sale or sell it, to a registered person;

“Distributor” means a person registered to distribute liquor to licensed premises;

“Exclusions Zone” means the controlled zone situated immediately outside the outer perimeter of the stadium, as designated or demarcated by the municipality, including private property located therein;

"FIFA" means the Federation Internationale de Football Association;

"FIFA Fan Park" means a fan park to be established by the Municipality under the Auspices and guidance of FIFA;

"FIFA Stadium" means a stadium that has been identified and selected to host one or more matches under the auspices of the 2010 FIFA World Cup South Africa;

"Liquor Product" means wine, an alcoholic fruit beverage, a spirit, a grape-based Liquor, a spirit based liquor, specially authorized liquor and any liquor other than those mentioned in respect of which an import certificate has been issued;

"Impotable substance" means any substance that is unsafe for human consumption;

"Minor" means a person who has not attained the age of 18 years;

"National Liquor Authority" means the relevant National Authority responsible for issuing macro-manufacturing and distribution registrations;

"Provincial Liquor Authority" means the relevant Provincial Liquor Authority responsible for the issuing of micro-manufacturing and liquor licenses;

"Person" includes a natural person, juristic person, any trust, and any body of persons corporate and unincorporated;

"Premises" includes bars, pub, kiosk, display area, vendors, and corporate suites, hospitality suites and containers;

"Sell" includes exchange, offer, display, deliver, supply or dispose of, for sale, or authorize, direct or allow a sale;

"Supply" with regard to any liquor or methylated spirits, means to place a person in possession or control of that liquor or methylated spirits.

5. PURPOSE OF LIQUOR CONTROL POLICY

5.1 The purpose of this Liquor Control Policy is to ensure a uniform regulatory framework regarding the –

5.1.1 Issuing of liquor distribution registrations;