



PUBLIC NOTICE OF APPLICATION

Sale and Supply of Alcohol Act 2012 Section 127 & 101

MY LIQUOR LIMITED, (THE LICENSEE, 544 Memorial Avenue, Harewood, Christchurch), has made application to the District Licensing Committee at Christchurch for the renewal of **OFF-LICENCE RENEWAL** in respect of the premises situated at **544 Memorial Avenue, Harewood** known as **THE BOTTLE O CHRISTCHURCH AIRPORT**.

The general nature of the business conducted under the licence is: **OFF-LICENCE LIQUOR STORE**

The days on which and the hours during which alcohol is sold under the licence are:

MONDAY TO SUNDAY 9.00 AM TO 10.00 PM

The application may be inspected during ordinary office hours at the office of the Christchurch District Licensing Committee, Civic Offices, 53 Hereford Street, Christchurch. Phone 941 8999 to arrange with the Alcohol Licensing Team.

Any person who is entitled to object and who wishes to object to the grant of the application may, not later than 25 working days after the date of the first publication of this notice, file a notice in writing of the objection with the Secretary of the District Licensing Committee, P O Box 73013, Christchurch 8154.

No objection to the renewal of a licence may be made in relation to a matter other than a matter specified in section 131 of the Sale and Supply of Alcohol Act 2012.

Date of first publication on website: **14 August 2025**

www.ccc.govt.nz/alcohol

ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licence-public-notification

Application for renewal of licence

Section 100, Sale and Supply of Alcohol Act 2012

About this application:

Please complete this form and forward it with all required documents. You can submit the form (and documents) online through the webpage or in person, or post to Christchurch City Council, 53 Hereford Street, PO Box 73013, Christchurch 8154.

This application cannot be accepted if the form is incomplete and documents are missing. Filing is not complete unless your invoice is paid. Invoices are posted to you 2 months in advance of the due date to your last address provided to us.

Accepted methods of payment are: CASH – EFTPOS – Internet Banking.

Note: Application fees are non-refundable and are for the processing of your application and must be paid when you apply for your renewal.

We can only process your application once we have both the Proof of Payment of fees AND the required paperwork (application form and required documents).

The original of this application should be filed with the District Licensing Committee no later than 20 working days before the expiry of the licence. After that time it may be filed only with the permission of the District Licensing Committee. **In no case may the renewal application be filed after the licence has expired. You will be deemed unlicensed and a full new licence application will be required.**

Any questions contact the Alcohol Licensing Team to discuss and for more information, ph 03 941 8999 or alcohollicensing@ccc.govt.nz

- Endorsements: (state by type every endorsement sought) ☐ Caterer ☐ BYO ☐ Auctioneers ☒ Remote sales
- Renewal with Variation: (changes to licence conditions) ☐
- Renewal of Club-off licence ☐

1. Renewal application for: (details as on current licence)

a. Trading name:

b. Licencee:

c. Licence number:

d. Licence Expiry date:

If Renewal with Variation: Risk Weighting verification and fees recalculation for invoice (Office to complete)

(If variation, please make an appointment with an Inspector to discuss and have your fees and risk weighting confirmed before payment as we may have to make **adjustments to your renewal invoice before you make payment.**)

Total Weighting: Fee Category:

Updated Premises Certificate of Compliance (alcohol) application needed? ☐ Yes ☒ No

If YES, Certificate already applied for? ☐ Yes ☐ No OR ☐ Already issued and attached?

Inspector confirmed application vetted and complete for lodgement ☐ Yes ☐ No – refer to lodgement notes on back page

Inspectors Signature: Date of verification: dd/mm/yyyy

Council Use Only

Connect Invoice number:

Receipt No.:

Date:

2. Details of Applicant

a. Company or Club or Society name or full legal name(s) if individual to be on licence:

My Liquor Limited

b. Other names/aliases known by:

Sex: ☒ Male ☐ Female

d. Occupation/Current employment (including for all Directors): Self Employed

f. Website:

g. Convictions of Company Directors, Partners, or individuals:

Have you ever been convicted of any offence (including traffic but not parking)? Note: As per the Criminal Records (Clean Slate) Act 2004, if you have no convictions in the last 7 years, you need not declare any convictions prior to that date other than convictions relating to imprisonment or indefinite disqualified from driving. ☐ Yes ☒ No

If YES, give details below. (You may wish to explain the circumstances on another page)

NB: Information on how to check your criminal record history details can be found at justice.govt.nz/criminal-records

Name of offence:	Date of conviction:	Penalty suffered:

i. Is this address used for any other business with Council? e.g. Rates; dog registration. ☐ Yes ☒ No

If Yes and this address has changed recently please go to the "Contact us" link at ccc.govt.nz/contact-us to update your address details for all other Council business.

j. Daytime Contact Name: Mejar singh

k. Preferred mode of contact: Any

l. Status of applicant: (tick appropriate box)

- | | | |
|--|---|---|
| <input type="checkbox"/> Natural Person | <input checked="" type="checkbox"/> Private Company | <input type="checkbox"/> Trustee |
| <input type="checkbox"/> Licensing Trust | <input type="checkbox"/> Partnership | <input type="checkbox"/> Public Company |
| <input type="checkbox"/> Government Department | <input type="checkbox"/> Local Authority | |
| <input type="checkbox"/> Manager under the protection of Personal and Property Rights Act 1988 | | |
| <input type="checkbox"/> Body Corporate to which section 28(1)(b) of the Act applies. Authority incorporated under: <input type="text"/> | | |
| <input type="checkbox"/> Incorporated Society | | |
| Other: <input type="text"/> | | |

3. Details of all Managers appointed for the premises

Full list of all current manager(s) employed and Certificate Numbers of Manager's Certificate(s):

(Please attach separate sheet if required)

Name:	Known as:	Address:	Certificate number, or if no certificate held confirm if they have applied for one	Expiry Date
Mejar singh	Mejar		56/CERT/052/2020	02 Nov 2027
Yvonne Pender	Yvonne		56/CERT/063/2023	13/09/2027
Dhananjay Khanna	DJ		60/CERT/248/2024	07th May 2028

Note: please remember to complete a separate **Notice of Duty Manager Appointment or Change** form for all new Duty Manager appointments or termination of duty managers.

4. Further details of where applicant is a company

a. Date of incorporation: 08 Jun 2020

b. Place of incorporation: Christchurch

c. Full details of each director, and the secretary (if any), as follows:

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:
Mejar singh					
Yuvraj Singh Sekhon					

e. Private Company: Full details of each person who holds any shares issued by the company:

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:
Mejar singh					
Yuvraj sing Sekhon					

f. Public Company: Full details of each person who holds 20 percent or more of the shares, or of any particular class of shares, issued by the company.

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:

5. Further details of where applicant is a partnership

a. Full details of each partner as follows:

Full name:	Address:	Date of birth:	Place of birth:	Designation:	Face value of shares held:

b. Signature of each partner:

6. Premises details

a. Legal address of Club premises: (Note: for Remote Sales this is the office base)

11A 544 Memorial Avenue Christchurch

Is this premises location known by any other address? (Note: for Remotes Sales this could be your website address)

Tenancy (Spitfire Square)

b. Type of licence: Off Licence

c. Existing licence number:

d. Expiry date: 16 September 2025

e. Trading name: The Bottle O Christchurch Airport

f. **Details of premises area.** The current licence includes (please attach plans annotated with licenced area):

Internal areas include: All store area

Outside areas include: Parking

Any leased public space areas? If YES, please attach copy of the lease. ☐ Yes ☒ No

g. Does the applicant own the proposed licensed premises? ☐ Yes ☒ No

If NO:

Owners full name: Christchurch Airport

Owners address: 30 Durey Rd Harewood Christchurch

Form and term of tenure (state whether to be held as leasehold, or under tenancy agreement, or licence):

NB: Additional information and/or signed documents may be requested in some instances to confirm tenure.

h. What part (if any) of the premises does the applicant intend should be designated as:

- **Restricted designation:** no person under 18 may be present on the premises.
- **Supervised designation:** persons under 18 may be present, but only if accompanied by a parent, or legal guardian, i.e. Court appointed. Those under 18 cannot be sold alcohol, but may be supplied by the parent or guardian.
- **Un-designated:** Any person of any age may be present on the premises. Those under 18 cannot be served alcohol, but may be supplied by their parent, or legal guardian.

NB: Any designated areas **MUST** be marked on the plan for the premises

A restricted area: N/A

A supervised area: All retail area is supervised Area

i. Has the premises area or layout changed in any way since the last renewal, or are you planning to make any changes in the future? ☐ Yes ☒ No

If YES, how?

j. FIRE SAFETY – Section 127(2):

I certify that the Building Owner has confirmed with me that the building: ☒ has ☐ does not require an Evacuation Scheme for public safety which meets the requirements of section 76 of the Fire and Emergency New Zealand Act 2017.

Name of owner: Christchurch Airport

Signature:

Date: 12/08/2025

dd/mm/yyyy

A registered Evacuation Scheme is required when:

- The building can hold more than 100 people;
- There are more than 10 employees in the entire building; or
- Overnight accommodation is provided for more than 5 people.

Please contact Fire and Emergency NZ (telephone 372 8600) for more information about evacuation schemes and fire safety requirements.

7. Business details (Please attach separate sheet if required.)

a. What is the general nature of the business? (e.g. hotel, tavern, restaurant, entertainment/nightclub):

Liquor Store

b. Is the sale of alcohol intended to be the principal purpose of the business? ☒ Yes ☐ No

(i) If NO, what is intended to be the principal purpose of the business?

(ii) What part of Section 32 of the Act is applicable to this application? At least 85% annual sales revenue will be earned from

If section 32(1)(f) (grocery stores) applies you must complete the relevant Statement of Annual Sales Revenue available here ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence/

If section 32(1)(b) (Bottle store) applies:

What percentage of your annual sales is expected to be from sale of alcohol? 90%

NB: to assist you may wish to use the form found at the link above.

c. Is the applicant engaged, or intending to be engaged, in the sale or supply of any goods other than alcohol and food, or in the provision of any services other than those directly related to the sale or supply of alcohol and food? ☒ Yes ☐ No

If YES, what is the nature of those other goods or services? Vape, cigarette,s Snacks confectionery

d. Current licensed hours: 8am to 10PM

e. Full On-licence: are you also intending to permit BYO? ☐ Yes ☒ No

f. Has any of the a-c questions above changed since the last renewal or are you planning to make changes to these in the future?

No

g. If off-licence remote sales, state the address from where the alcohol will be stored and dispatched from.

8. Conditions (Please attach separate sheet if required.)

The following questions relate to Variations – changes to licence conditions. Please attach separate sheet if required.

a. Are there any changes sought to the present conditions of the licence? ☐ Yes ☒ No (If yes please also refer to note at 11)

If YES, please detail what changes are sought (this includes hours, premises area, nature of the business)

If seeking changes:

- Please DO NOT publish Public Notices until further discussion with the Alcohol Licensing Team on phone (03) 941 8827.
- An updated Premises Certificate of Compliance (Alcohol) authorising the changes sought may be required. Applications requesting changes cannot be accepted without this certificate. For more information refer to the Step-by-Step guide www.ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/variatiions-to-alcohol-licences-changes-to-your-business/

b. For Club Licences only: Your Club Licence permits you to sell alcohol to authorised customers under s60(1)(a).

Do you also want to be able to sell alcohol to guests of authorised visitors from other clubs? ☐ Yes ☐ No



9. Host Responsibility (Please attach separate sheet if required.)

The following questions relate to Host Responsibility. In conjunction with completing the questions, you should provide with this application a copy of your 'Host Responsibility Policy' by using the guidelines on our website at ccc.govt.nz/alcohol

a. What provisions does the applicant intend to make for the sale and supply of alcohol?

- Food (attach menu's, including all day or snack menu):

Only Snacks

- Non-alcoholic refreshments:

Yes all non alcoholic and water

- Low-alcoholic beverages (Between 1.1% and 2.5%ALC):

Yes mid strength range available.

- Alcohol range available (attach full drinks menu)

Full alcohol range

b. What steps does the applicant propose to take to provide assistance with or information about alternative forms of transport from the premises, for staff and patrons?

Taxi and uber is easily available in this area.

c. What other steps does the applicant propose to take aimed at promoting the responsible consumption of alcohol?

Separate sheet attached

d. What steps does the applicant propose to take to ensure that the requirements of the Act in relation to the sale of alcohol to prohibited persons (i.e. minors, intoxicated persons, other persons to whom alcohol may not be sold pursuant to the licence) are observed?

By signage and cameras
Policy and TBO manual attached

e. To what extent, where, and how is drinking water intended to be freely available to patrons? (i.e. explain whether water is bar service only, water jugs, or plumbed water stations (and locations))

It's Liquor store and free tap water is available and also the drink fridge is there to buy if any.

f. What appropriate systems, staff and training does/will the applicant have in place to ensure compliance with the law?

We have online training by ARG group and in store training. Always check with staff by myself and we have a group discussion too.

g. What are the current and possible future noise levels and how does the applicant intend to mitigate them?

Separate sheet attached

h. What are the current and possible future levels of nuisance and vandalism and how does the applicant intend to mitigate them?

Explained in sheet attached

i. What other licensed premises are there in the vicinity of this proposed premises? And, will the granting of this licence contribute to an increase in alcohol related problems in the area? (Explain)

Explaining in sheet attached

j. What is the land near the proposed premises being used for? Will the granting of a licence for your premises impact on changing neighbouring land use? If so, in what way?

Explained in the separate sheet.

3. DETAILS OF DUTY MANAGER

Simranjit kaur Simran

56/CERT/021/2021 11/10/2027

Manjot Kaur Manjot

60/CERT/391/2025 11/07/2025

Explanation

Q9 a. Limited additional goods sold, mainly small food items such as confectionary, chips, nuts, snack food etc. In addition, a range of soft drinks and low alcohol drinks will be sold, cigarettes and vaping products.

In the provision of services other than those directly related to the sale of alcohol, low-alcohol refreshments, non-alcoholic refreshments, and food,

c. In respect of pricing, The Bottle-O Christchurch Airport is committed to discounts of less than 25% for external advertising. The owner recognizes liquor stores are not able to compete on pricing in New Zealand with supermarkets and the marketing approach is to compete on customer service and loyalty as opposed to attracting customers based on price. Provision of excellent service, including caring for customers is an important part of the experience at The Bottle-O Christchurch.

Any matters dealt with in any report from the Police, an inspector, or a Medical Officer of Health made under section 103 (S105(1)(k))

The applicant has no known issues with the Police or Medical Officer of Health but these are matters those agencies will report on.

The Bottle-O Christchurch Airport has good systems and procedures in place to ensure the responsible promotion and sale of alcohol on its premises, and in the community. Emphasis is placed on ensuring staff understand and implement the host responsibility policy, and this is to be reviewed regularly. Any issues with vandalism and crime are likely to be negligible and if they do occur will be dealt with promptly to protect the experience of shoppers at the store and the shopping centre. Staff will be professional and well trained to ensure minors are not served and intoxication is not tolerated. The directors of My Liquor Limited are well aware of their legal responsibilities and are suitable applicants.

g. Current and possible future noise levels: There is likely to be minimal noise generated from the store. The most obvious noise is vehicles arriving and leaving the shopping centre car parking outside the store. This is normal activity common to all of the wider retail area within the surrounding development and is expected. This will have no noticeable adverse effect when compared to the noise that cars heavy vehicles make travelling along Memorial Ave adjacent to the store.

Internal noise generated from the general operation of the business is not be audible from outside the premises.

h. Current levels of nuisance and vandalism: The company's policy is to make the store and its surrounding area an attractive place to visit and to maintain a high level of customer service

and experience. The general vicinity of the store is always kept clean and tidy at all times to maintain high standards within the shopping centre. Any signs of vandalism will be quickly corrected, including graffiti removed. Nuisance behaviour will not be tolerated as this would detract from the experience of customers.

i. The number of premises for which licences of the kind concerned are already held. There is currently one off-licence in the wider area of Christchurch Airport, and this is held by Countdown supermarket, also located within the shopping centre. The Bottle O Christchurch Airport have point of difference from the supermarket, it is:

- A specialist alcohol retailer able to sell the full range of alcohol products including spirits as well as beer, wine and cider;
- Focussed on providing customer service as opposed to the self-help approach of the supermarket; The bottle store is not be able to compete on price with the supermarket;
- Able to provide hands on specialist advice on products to customers;
- Be hands on with the sale of alcohol as opposed to supermarket sales staff and duty managers being spread thinly over several counters;

The Bottle O is the only bottle store at the airport and it's not lead to a proliferation of such stores at the locality.

The applicant acknowledges alcohol can also be purchased within the airport terminals, for example duty free alcohol is able to be purchased, and these outlets will hold licences. These are not considered to be off-licences that will lead to the proliferation of off-licences and serve almost exclusively customers that are flying as opposed to those who may live and work in the area around the airport. Regardless these airport terminal stores are all about 750m from the proposed store.

j. Within that zone, under 13.3.4.1.1, P9, retail activities are a permitted activity provided they are confined to the Development Precinct set out in Appendix 13.3.8.1, and provided that no single tenancy shall exceed 450m² of gross leasable floor area. The site is within the Development Precinct and the leasable floor area is much less than 450m², so the district plan provides for the activity without resource consent being needed. Retail activity is defined in the district plan as including beverage outlets. This zone also provides for a range of other business activities so from a land use perspective the activity is considered to be compatible with other activities in the Zone by the District Plan.

10. Please attach the following documents:

You must provide the following prescribed documents (your application will not be accepted without these documents)

- ☐ Floor plans annotated to show licensed area (for whole of premises, including any outside area and mark any restricted or supervised designated areas)
- ☐ Leased outside areas – Footpath, public or private space lease details and plan if held for any outside areas (annotated to show licensed area)
- ☐ Photo of principle entrance to the premises
- ☐ Certificate of Incorporation (including the details of directors and shareholders)
- ☐ Premises Certificate of Compliance (Alcohol) (may be required when seeking a Variation of the licence)
- ☐ All Grocery Stores must complete a Statement of Annual Sales Revenue if applicable. Template statement available here ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence/

You should also provide the following documents to assist with assessment of your application (if these are not provided this will delay assessment of your application)

- ☐ Duty Manager appointment forms for all your duty managers or any additional duty managers
- ☐ Host Responsibility Policy
- ☐ Food Menu
- ☐ Drinks/ beverage menus
- ☐ Any other information you wish to include to support your application, e.g. business plan, promotional materials etc
- ☐ **Bottle Stores:** To assist with confirmation of percentage annual income expected from alcohol you may wish to complete a Statement of Annual Sales Revenue if applicable. Template statement available here ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/alcohol-licences/off-licence/

Clubs:

- ☐ 1. Provide an updated copy of Club charter and membership rules (including details of any Affiliated memberships)
- ☐ 2. A list of names of clubs with which the club has reciprocal visiting rights for members; and
- ☐ 3. A Club Alcohol Management Plan and Club Alcohol Policy (desirable)

Notes:

- The Agencies may request to inspect a copy of your staff training plan/manuals.
- Please remember to complete a separate **Notice of Duty Manager Appointment or Change form for any new Duty Manager appointments or termination of duty managers** and provide a copy to both the Alcohol Licensing Team and the Police, as detailed on the form ccc.govt.nz/consents-and-licences/business-licences-and-consents/alcohol/managers-certificate-notification-of-management-change

11. Payment and submitting the application

Please complete this form and forward it with all required documents. You can submit the form (and documents) online through the webpage or in person, or post to Alcohol Licensing, Christchurch City Council, 53 Hereford Street, PO Box 73013, Christchurch 8154.

This application cannot be accepted if the form is incomplete and documents are missing. Filing is not complete unless your invoice is paid. Invoices are posted to you 2 months in advance of the due date to your last address provided to us.

Accepted methods of payment are: CASH – EFTPOS – Internet Banking

Note: All application fees are for processing of an application and are non-refundable, they must be paid when you apply.

Any questions contact the Alcohol Licensing Team to discuss and for more information, ph 03 941 8999 or alcohollicensing@ccc.govt.nz

12. Important to note – Public notification of application

All alcohol licence application public notices are published on the dedicated webpage located on ccc.govt.nz/alcohol. Applications are no longer required to be published in the local newspaper.

1. We will take care of the publication of your public notice when you make your application to us.
 - There is a small administration charge for our assistance in loading the content onto the licensing notification webpage. The fee will need to be paid in advance of publication.
 - Your notice will be published within a week of your application being received and the public notice fee being paid.
2. We will send you a copy of the published notice for your records at the same time we send you the front entrance notice for display on your premises. You will need to display the notice on your main entrance for at least 25 working days.
3. Except in the case of a conveyance, within 10 working days after filing this application with the District Licensing Committee, the applicant must ensure that notice of this application in form 7 is attached in a conspicuous place on or adjacent to the site to which this application relates (unless the Secretary of the District Licensing Committee agrees that it is impracticable or unreasonable to do so).

13. Authorisation

You must complete this section in full

Have you completed ALL relevant sections of this form and attached ALL requested documents? ☒ Yes ☐ No

Incomplete applications WILL be returned. We can only process your application once we have BOTH the Proof of Payment of fees AND the required paperwork (application form and required documents).

Privacy Statement

Information contained in your application and any supporting information will be held by Christchurch City Council to enable your application to be processed under the Sale and Supply of Alcohol Act 2012. Please note, your full application, including name and contact details will be used by Council staff to assess and provided to decision makers. Your application, with names only will be available on our website. However, if requested under the Local Government Official Information and Meetings Act 1987, we may disclose applications including personal details. If you feel there are reasons why your contact details and/or personal details should be kept confidential, please contact us.

The information will be provided to the statutory reporting agencies (the Police, the Medical Officer of Health, and the Council's Licensing Inspectors) for the purposes of assessing and reporting on your application, and to the Christchurch District Licensing Committee for the purposes of making a decision on your application. This information may form part of a public hearing of your application before the Christchurch District Licensing Committee and may be used in the Committee's decision for your application. Decisions will be made publicly available.

The Council is required to keep a record of every premises licence application (including for renewals and variations) filed with the District Licensing Committee and the Committee's decision on it. This information (which includes the application and all attachments) is made available to the Council's Licensing Inspectors, the Medical Officer of Health, and the Police for the purposes of monitoring ongoing compliance with any licence conditions and undertakings, Duty Manager appointments, and the Act.

The Council is required to report statistics about applications to the Alcohol Regulatory and Licensing Authority.

Any member of the public may, under the Local Government Official Information and Meetings Act 1987, request access to information held by the Council. The Privacy Act 2020 applies to the Council and under that Act, you have the right to see and correct personal information that the Council holds about you.

I have read and understood the above privacy statement ☒ Yes ☐ No

Dated at Christchurch this 11th day of August 2025

Applicant's Signature

(must not be signed
by an Agent or Solicitor)

14. Important to note — Renewal with Variation Lodgement and Invoicing

Please make an appointment with an Alcohol Licensing Inspector to lodge your new renewal with variation before you make payment. The inspector will confirm your risk rating and fees and if required re-issue your invoice for payment of fees.

Renewal with Variations will not be accepted without an Inspector Verification being completed.

Lodgement notes – for office use only