

We welcome the opportunity to contribute to the discussions on the above bill.

We hope that an amendment will be included which will address the lack of licensing for producers of craft ciders and beer.

This area has grown rapidly and there is a need for the legislation to be updated.

Armagh Cider Company is a family business which has been making cider 'from blossom to bottle' since 2006. We currently employ 7 people and with a little encouragement that number will grow.

The apple industry in Co Armagh is struggling for survival and the growth of craft cider producers has improved its viability.

We make artisan ciders which attract a premium price.

Our ciders are made from apples grown on our own farm and we predominantly use the Armagh Bramley Apple which gained PGI status in 2011.

This, and because all production is carried out on our home farm has attracted tourists to our cidery.

Unfortunately, due to the current legislation, our visitors are unable to purchase our products when visiting.

As an independent craft producer in Northern Ireland, we would like the same facility as the rest of the UK and be allowed to sell our products from our own farm. This combined with a system of Temporary Events Notices would encompass Food Festivals as well.

It is ironic that our current licence allows us to sell to the public in England but not at home.

I would welcome the opportunity to discuss this further

Regards

Helen Troughton

Armagh Cider Company

Roger Wilson  
Chief Executive



**Armagh City  
Banbridge  
& Craigavon**  
Borough Council

16<sup>th</sup> November 2016

Ms Helen Troughton  
Armagh Cider Company  
Ballinteggart House  
73 Drumnasoo Road  
Portadown  
BT62 4EX7

Dear Ms Troughton

### **LICENSING BILL**

I am contacting you with regard to your proposals for the introduction of a Producers License for Northern Ireland (a new category of alcohol license) and presentation of same proposals at the Committee for Communities on 17 November 2016.

The vision of Armagh Banbridge Craigavon Council (the largest local authority outside of Belfast with a resident population of 204,000 people) as documented in the Corporate Plan 2015-2017 is to build the economic prosperity of the area by developing the infrastructure that connects businesses and citizens to markets and employment opportunities. In particular, the Council aims to facilitate the business community in growth sectors which amongst others includes agri-foods and tourism. We also aim to support small enterprise development and entrepreneurship.

Further, and as highlighted in the Council's Regeneration and Development Strategy, growing our local economy is top of our agenda. This strategy emphasises that we will do all we can to attract investment, support businesses, protect jobs and increase employment.

The Council is also in the process of finalising the Tourism Development & Marketing Strategy 2017-2022 for the Borough. The emphasis of this strategy will be upon how we can utilise our unique strengths and existing assets to attract the international visitor market; Tourism NI has established a target out-of-state spend of £1bn by 2025. The emerging priorities for the strategy are focused on culture and heritage together with the North Armagh Orchard product and signature events. It is acknowledged that there is a requirement for investment in the Orchards product in order to provide a visitor experience deemed suitable for discerning international markets.

*Cont/in recent...*

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In recent years there has been significant growth in the number of artisan cider producers in County Armagh which has served to support the sustainability of apple growing and jobs in the area. As referred to above the Council anticipates that with targeted investment and support, the orchards and associated produce including award-winning ciders, have the potential to attract out-of-state visitors to the Borough. A key part of the experience for visitors is the ability to learn about the produce, to sample and to purchase at the production premises and retail premises. In addition, the Council will be supporting events which reinforce the tourism priorities and which provide an opportunity to showcase our unique food and drink to visitors. One such event is the Food & Cider Festival hosted in the Armagh area. The ability for artisan producers to sell their products at such festivals would be welcomed and would attract visitors to the rural parts of the Borough. The PGI status for the Bramley apple reinforces the need to protect and sustain our natural produce.

I trust this provides useful background as to the Council's corporate and economic priorities.

Yours sincerely

Olga Murtagh  
Strategic Director - Place

# Apply for a wine and beer producer's licence

This licence replaces the vigneron'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
- 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

## Who would normally apply?

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

- where the product is wine, cider, brandy or perry:
  - the licensee grows their own fruit and the licensee has assumed the financial risk for the production, or
  - the fruit is grown under the direction of the licensee by another person and the licensee bears the financial risk for the production
- where the product is beer
  - the licensee brews their own beer, or
  - the licensee assumes the financial risk for its production by another person.

## Promotional event authorisation

Licensees of this category will be able to apply for a promotional event authorisation that will be endorsed on their licence. This allows the sale of 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. Liquor may be supplied at a promotional event between the hours of 7am and 8pm.

You are required to keep a record of the events you have attended. See the ['Wine and beer producers - register of promotional events'](#) (PDF, 45KB) for a sample template. You may use this format or create your own.

Licensees may choose to specify an additional retail premises on their wine and beer 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 Australian Wine and Brandy Corporation Act 1980 of the Commonwealth.

See the [Wine and beer producer's fact sheet](#) (PDF, 300KB) for further details as well as transitional arrangements.

## Trading hours

## Special conditions

## Application fee payable

## How to apply

## Distillation of alcohol

Under Australian laws, it is illegal to use a still (of any capacity) to distil alcohol, for example spirits, without an excise manufacturer licence from the Australian Taxation Office (ATO). Penalties can apply. It is also illegal to buy, make, possess, or sell a still without permission from the ATO if it has a capacity over five litres.

For more information, visit [ato.gov.au/stills](https://ato.gov.au/stills)