

Don't break hearts this Valentine's Day

If venues are planning to offer drinks and meals packages for Valentine's Day, keep in mind the advertising restrictions on promotions, as set out in the *Liquor Act 1992*.

Venues cannot advertise externally:

- free liquor or multiple quantities of liquor (e.g. two drinks for the price of one) for on-premises consumption
- the sale price of liquor for on-premises consumption
- a promotion that is likely to indicate to an ordinary person the availability of liquor, for consumption on the premises, at a price less than that normally charged for the liquor.

The sale price of liquor can be advertised for consumption on-premises, only at a subsidiary on-premises licensed premises, where the principal activity is the provision of meals (e.g. restaurant).

Advertising certain "drink and meal" packages is acceptable, if the package consists of:

- a meal and one alcoholic beverage, provided the beverage equates to no more than 1.5 standard drinks and the meal is of sufficient substance to ordinarily be accepted as a meal, or
- a package consisting of a meal for two and a bottle of wine, sparkling wine or champagne up to 750ml, and the meals are of sufficient substance to ordinarily be accepted as a meal, or
- a package consisting of accommodation and a bottle of wine, sparkling wine or champagne up to 750ml.