

## **GUIDELINES ON ALCOHOL OUTLETS OPENING**

### **1. OBJECTIVE**

1.1 The purpose of this document is to give customers clarity on the minimum actions that will be enforced collectively by the alcohol industry to reduce the spread of COVID-19.

1.2 It is designed to protect all staff and customers from the spread of this virus. We will need a collective effort to unite in our efforts to create a safe environment for all staff, customers and others who may enter the outlets. We will abide by all the regulations as outlined in the Gazette.

### **2. Hygiene**

2.1. All staff will be expected to adhere to the basic hygiene requirements and required to wash and/or sanitise their hands.

2.2. As far as possible, cashiers will not handle customers' bank cards, but present the device for the customer to use. Once the customer has finished with the device it will be sanitised.

2.3. All staff will wear a face mask or appropriate item covering the nose or mouth whilst performing any duty in the store where they will come into contact with the public.

### **3. Outlet Hygiene**

3.1. The outlet will be wiped down with disinfectant daily.

3.2. At least one person must be stationed at the outlet entrance and ensure that:

3.2.1. Every person (customer or staff) who enters the outlet sanitises their hands before they enter.

3.2.2. They must be wearing a face mask or appropriate item covering the nose and mouth.

3.2.3. They must limit the customers allowed in the outlet and once the limit is reached, enforce a one person out, one person in system.

3.2.4. There must be adequate space available: not more than 1 person per minimum 1,5 m per floor space.

3.3. Cashiers' counters will be regularly sanitised.

3.4. Sanitisers will be available for trolleys and/or baskets.

3.5. Large groups of people will not be permitted to shop together and customers will be encouraged to finalise their purchase as soon as possible.

### **4. Limiting Customers outside the Outlets**

4.1 We must ensure that outlets do not become crowded.

4.2 Customers must be encouraged to queue a minimum of 1,5 m apart.

4.3 Posters will be placed outside encouraging responsible and safe practices.

4.4 Outlets must have appropriate markings (trolleys, stickers, crates, tape) indicating social distancing guidelines of minimum 1, 5m.

### **5. Why aren't we providing staff with gloves?**

5.1 In line with international best practice, we do not require the use of gloves. Research has shown that microbial standards are better achieved when staff wash their hands correctly, and that people will wash their hands more regularly when not wearing gloves. Gloves have further been shown to lead to sweating which again incubates microbes.

### **6. Training**

6.1 There is a designated COVID-19 compliance officer known to all staff at each outlet.

6.2 All staff have been trained on these guidelines.

### **7. Reporting Incidents**

7.1 We have set up a hotline number for any incidents of criminality during this period, so that this can be reported through the CGCSA who will liaise with law enforcement.

## 8. Quantity Restrictions

8.1 The industry will self-regulate in order to limit the quantity available for sale in any one transaction, so as to support and promote responsible consumption.

## 9. Advertising

- 9.1. Liquor traders are committed to upholding the responsible trade of conduct under applicable liquor laws and regulations.
- 9.1.1. The Industry is requested by the Department to also consider guidelines in respect of advertising and promotion of liquor in South Africa.
- 9.1.2. The Industry is aware that any discussions regarding advertising and promotions, amongst Industry players is deemed to be potentially anti-competitive behavior in terms of the Competition Act no 89 of 1998 ("Competition Act").
- 9.1.3. Due to the unprecedented consequences of Covid-19, the Industry concedes that it is important to self-regulate and provide guidelines on advertising and promotion of liquor.
- 9.1.4. We trust that the DTIC is aware that these proposals are not intended in any way or form to be anti-competitive.
- 9.1.5. The industry wants to take the responsibility for safe, reasonable and responsible trading in the current crisis.

9.2 Marketing messaging will support responsible consumption and COVID-19 related messaging including the following:

9.2.1. No brand ads will be flighted on TV and radio before 16 June 2020 except where the brand lead message is focused on responsible COVID-19 awareness and education and including the usual RDM (responsible drinking messaging).

9.2.2 Existing product placement and sponsorship of TV programmes with branding in it will be allowed until the end of existing contracts.

- Advertising self-regulating guidelines will have to be re-assessed in line with COVID-19 sensitivities, at the end of Level 3.
- Advertisements will include disclaimers that they were shot or flighted prior to COVID-19 where possible.
- Corporate messaging that supports COVID-19 messaging will be allowed.
- We will ensure that responsible alcohol consumption messages are visible on both digital and online platforms at all times.
- Out of home (billboards) messaging that is currently in the market will be allowed until the end of existing contracts.
- New out of home messaging must be COVID-19 sensitive, for example, billboards.
- COVID-19 sensitive includes images that adhere to social distancing guidelines, hygiene practices, staying at home and masks (where applicable).
- We commit to use our media platforms and advertising content to support adequate changes in behavior and promote responsible consumption of liquor in all relevant marketing material.
- Generally, adverts should not depict images that will increase the spread of the virus and they will be in full compliance with the AWARE guidelines during level 3. This will be re-assessed at the end of Level 3.
- No printed pamphlets will be used in Alert Level 3 other than those showing product and price in store to inform consumers and on websites.

## Promotions

Promotional activities will be confined to assuring the availability of product, not for attracting more people to any retail outlet than necessary, and they will not aim to promote higher consumption due to keener pricing to consumers, such as, "buy three get one free." However, to ensure competition laws are adhered to, this will in no way limit suppliers from offering independently determined discounts to outlets or for outlets to independently determine the prices at which they sell to consumers.