

End of proposed Sunday alcohol ban welcomed

Brandhouse Beverages welcomes the decision by Gauteng Economic Development MEC, Nkosiphendule Kolisile to withdraw the proposal to prohibit the sale of alcohol on Sunday.

The decision is in line with the current priority of government to promote economic growth and protection of jobs in various sectors of the economy that would have been affected by the proposal including hospitality, tourism and small business enterprises.

"The decision to withdraw the proposal is clearly an outcome of a democratic engagement process. All affected parties including the industry and traders made their earnest submission to the Department. The genuine commitment to public consultation demonstrated by the Department and the MEC in this process is much appreciated," said Sibani Mngadi, external affairs manager at brandhouse.

Mngadi reiterated the company's commitment to fighting alcohol abuse through impactful programmes and collaborative initiatives, where government and business work together to address problems of alcohol misuse. It fully supports responsible sale and consumption of liquor and is committed to working with government and other stakeholders to promote compliance with the existing regulations on the sale of alcohol.

"As an alcohol company, we trade only with alcohol businesses that are fully registered by department. We are also investing additional resources to promote responsible alcohol trade amongst our customers in Gauteng and other provinces," concluded Mngadi.

For more, visit: <https://www.bizcommunity.com>