



Coimisiún um  
Iomaíocht agus  
Cosaint Tomhaltóirí

Competition and  
Consumer Protection  
Commission

Company Secretary  
Hedland Ltd,  
80/81 Parnell Street,  
Dublin 1,  
D01 CK74

**Sent by registered post**

25 November 2024

Our Ref: 24/000300

Dear Company Secretary,

Please find enclosed a Compliance Notice issued pursuant to Section 75 of the Consumer Protection Act 2007.

The findings are set out in the Compliance Notice attached. Full details of the legislative provisions for the relevant contraventions can be located on [www.irishstatutebook.ie](http://www.irishstatutebook.ie).

You must comply with the notice by the date stated at Section D therein. Information on the appeal procedure can be found in Section E should you wish to appeal the notice.

If you do not appeal the notice, it will be deemed to have been accepted and that you have agreed to comply with the direction and requirement set out in the notice. Please be aware that any failure or refusal to comply is an offence.

Please do not hesitate to contact me via [compliance@ccpc.ie](mailto:compliance@ccpc.ie) should you have any queries.

Yours sincerely,

A large black rectangular redaction box covering the signature of the authorised officer. Below it is a smaller black rectangular redaction box covering the name of the authorised officer.

Authorised Officer  
Competition and Consumer Protection Commission

**Bloom House,  
Railway Street,  
Dublin 1, Ireland.  
+353 1 402 5500**

[www.ccpc.ie](http://www.ccpc.ie)



Coimisiún um  
Iomlócht agus  
Cosaint Tomhaltóirí

Competition and  
Consumer Protection  
Commission

## Compliance Notice

### Section 75 of the Consumer Protection Act 2007

Company Secretary,  
Hedland Limited,  
80/81, Parnell Street,  
Dublin 1,  
D01 CK74

Competition and Consumer  
Protection Commission,  
Bloom House,  
Railway Street,  
D01 C576

I, [REDACTED] an authorised officer of the Competition and Consumer Protection Commission (hereinafter 'the CCPC) duly authorised under section 35 of the Competition and Consumer Protection Commission Act 2014, hereby give Hedland Limited, notice, pursuant to section 75(2) of the Consumer Protection Act 2007 that I am of the opinion that it has engaged in a prohibited act or practice as defined in section 67(e) of the 2007 Act, namely a contravention of Article 3(2) of the Retail Price (Beverages in Licensed Premises) Display Order 1999 (S.I. No. 263 of 1999) ('the 1999 Order'), and hereby direct Hedland Limited to remedy that contravention in the manner set out in Section D below.

#### A: Statement of alleged contravention

1. For the reasons outlined in Section C below, it is alleged that Hedland Limited, engaged in a prohibited act or practice (as defined in section 67(e) of the 2007 Act) constituted by a contravention of Article 3(2) of the 1999 Order by failing to display a notice in the bar area of the premises at the Bleeding Horse, 24-25 Camden Street Upper, Dublin 2, D02 NP22 ('the Premises') specifying:
  - (a) each kind of beverage (whether alcoholic or non-alcoholic) on sale in that part of the premises, and the quantities, measures or units thereof by reference to which the price therefor in that part of the premises is calculated, and
  - (b) opposite the mention of each such kind of beverage, the price charged in that part of the premises for the quantities, measures or units specified of each such kind of beverage.

## B. My Opinion

1. I am of the opinion that Hedland Limited engaged in the prohibited act or practice outlined in the statement of alleged contravention above by failing to display a notice in the bar area of the Premises, as required by Article 3(2) of the 1999 Order.

## C. The Reasons for my opinion

1. Hedland Limited can be described as a “trader” for the purposes of the 2007 Act. “Trader is defined in Section 2 of the 2007 Act”.
2. Section 67(e) of the 2007 Act states that a prohibited act or practice is any contravention of an order referred to in section 92 of the 2007 Act, one of which is the 1999 Order, which requires every person who carries on in the State the business of selling intoxicating liquor by retail in any premises for consumption on the premises to display certain information on the beverages sold and their prices.
3. I conducted an inspection of the Premises on 20 August 2024 and found that, in contravention of Article 3(2) of the 1999 Order, no notice was displayed in the bar area of the Premises specifying each kind of beverage (whether alcoholic or non-alcoholic) on sale and the price charged for the quantities, measures or units for each such kind of beverage, such a contravention being a prohibited act or practice as defined in section 67(e) of the 2007 Act.

## D. Compliance Direction and Requirement

1. Hedland Limited is hereby directed to remedy the contraventions identified in this notice, namely, to remedy the prohibited practice identified above.
2. Hedland Limited is hereby directed to ensure that any licensed premises operated by you are in full compliance with S.I 263/1999.
3. It must comply with these requirements by 16 December 2024.

### E. Appeal Procedure

1. You may appeal this Compliance Notice to the District Court in the district in which the notice is served within 14 days after its service.
2. The form and manner of such an appeal are to be found in the District Court Rules. This form is available from the registrar at your local District Court office or on the Courts Service website [www.courts.ie](http://www.courts.ie).
3. In the event that you decide to appeal the Compliance Notice, you must, at the same time, notify the Competition and Consumer Protection Commission of the appeal at Bloom House, Railway Street, Dublin 1, D01 C576. You must also notify the Competition and Consumer Protection Commission of the grounds for the appeal.
4. If an appeal is not made in accordance with section 75 of the 2007 Act and within 14 days after service of the notice, this notice will be treated as not disputed, you will be deemed to have accepted the notice and have agreed to comply with the compliance direction and requirement. Any failure or refusal to comply with this notice is an offence, and on summary conviction, you will be liable to the fines and penalties set out in Part 5, Chapter 4 of the 2007 Act.

[Redacted Signature]

[Redacted Name]  
Authorised Officer  
Competition and Consumer Protection Commission

25 November 2024



This information is intended for information purposes only and does not constitute part of the Compliance Notice.

### Compliance Notice Notes

#### Consumer Protection Act 2007 (2007 Act)

|    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|----|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Section 75(6) of the 2007 Act requires a person, when lodging an appeal, to, at the same time, notify the Competition and Consumer Protection Commission of the appeal and the grounds for the appeal. The Commission is entitled to appear, be heard and adduce evidence on the hearing of the appeal.                                                                                                                                                                                                                                                                                                     |
| 2. | If on appeal the compliance notice is not cancelled, the notice takes effect on the later of the following: <ol style="list-style-type: none"> <li>the day after the day on which the notice is confirmed or varied on appeal,</li> <li>if the appeal is withdrawn by the appellant the day after the day it is withdrawn,</li> <li>the day specified in the notice.</li> </ol>                                                                                                                                                                                                                             |
| 3. | If there is no appeal under section 75(5) of the 2007 Act, the compliance notice takes effect on the later of the following: <ol style="list-style-type: none"> <li>14 days after the notice is served.</li> <li>the day specified in the notice.</li> </ol>                                                                                                                                                                                                                                                                                                                                                |
| 4. | An Authorised Officer may- <ol style="list-style-type: none"> <li>withdraw a compliance notice at any time, or</li> <li>if no appeal is made or pending under section 75(5) of the 2007 Act, extend the date by which the recipient is to comply with the compliance direction and requirements.</li> </ol>                                                                                                                                                                                                                                                                                                 |
| 5. | Withdrawal of a compliance notice does not prevent the service of another compliance direction or requirement specified in a compliance notice, whether it relates to the same matter or a different matter.                                                                                                                                                                                                                                                                                                                                                                                                |
| 6. | In accordance with section 75(13) of the 2007 Act, if a compliance notice takes effect, the Commission is required to publish the compliance notice, or cause it to be published in any form or manner it considers appropriate.                                                                                                                                                                                                                                                                                                                                                                            |
| 7. | Section 86 of the 2007 Act requires the Commission to maintain a "Consumer Protection List" of names and addresses of persons together with a description of their trade, business or profession and the particulars of the matter occasioning any enforcement actions taken by the Commission. This includes persons against whom compliance notices have taken effect.                                                                                                                                                                                                                                    |
| 8. | Any person who, without a reasonable excuse, fails to comply with a direction or requirement specified in a compliance notice, commits an offence and, on summary conviction, is liable to the fines and penalties set out in section 79 of the 2007 Act.                                                                                                                                                                                                                                                                                                                                                   |
| 9. | Section 79(1) of the 2007 Act provides that a person guilty of an offence under the 2007 Act is liable on summary conviction to the following fines and penalties: <ol style="list-style-type: none"> <li>a Class B fine not exceeding €4000 or up to 6 months imprisonment or both,</li> <li>on any subsequent summary conviction, a fine not exceeding €5000, or imprisonment for a term not exceeding 12 months or both.</li> <li>If, after being convicted of an offence, a person continues to contravene the requirement or prohibition to which the offence relates, the person is guilty</li> </ol> |

|     |                                                                                                                                                      |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | of a further offence on each day the contravention continues and for each such offence is liable on summary conviction to a fine not exceeding €500. |
| 10. | According to section 75(14) of the 2007 Act, the issuing of this notice does not prevent the commencement of proceedings for an offence.             |