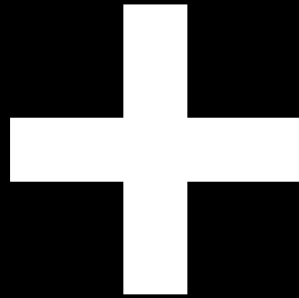


thirst aid kit



african+eastern

thirst aid + emergency kit

all you need to know about liquor in Oman

Welcome to Oman!

...on behalf of all of us at African + Eastern! Now that you have arrived in one of the most beautiful countries in Arabia you will embark on a voyage of discovery; new people to meet of all nationalities, new places to explore in a diverse countryside, a new job perhaps, a new home to make, in all a new culture to explore.

One thing is guaranteed; you will make many friends and enjoy a good time in this welcoming country. You will experience happiness. This is a commodity you will receive and pass on. At a+e we consider ourselves purveyor's of happiness. In the near future you may require beverages to help you celebrate, to help you meet new people, to relax over a weekend or after a hard days work.

There are some common misconceptions about liquor and its availability in The Gulf. Here in Oman liquor is legally available and the a+e 'thirst aid kit' will provide all the essential information you need to obtain it legally, understand the rules and regulations, and where best to buy.

Liquor in Oman

Due to the cultural sensitivities of liquor availability in the local environment, the liquor industry in Oman is highly regulated. It is a given privilege to have liquor available and it should be remembered that this privilege is not necessarily permanent.

The Royal Oman Police (ROP) regulates the liquor industry in Oman, both in terms of suppliers such as a+e, and re-sellers such as the hotels and restaurants. Beers, wines and spirits are supplied under license to many of the familiar hotel chains as well as local restaurants and some private clubs.

Omani's and expatriates are permitted to consume alcohol within licensed premises during the legal opening times, which are: 12 noon to 3pm and 6pm to 3am Saturday to Thursday, and 2pm through to 3am on Friday. It is NOT permitted for alcoholic beverages to be taken away from licensed premises to be consumed elsewhere, nor is it permitted to consume outside of these hours.

Non-Muslim expatriates are entitled to apply for a personal liquor permit. This enables you to purchase alcoholic beverages from the licensed liquor shops of a+e and other suppliers. The liquor permit is like a diary in format, with one page representing one month. A value will be set by the ROP (usually 10% of your basic salary) as the maximum amount you can purchase in any month. Each time you make a purchase, the shop staff will enter the value and show the remaining value left for that month. It is illegal to purchase in excess of the value of the permit.

It is important to note that any spare capacity CANNOT be rolled over eg if you have a RO 50 permit and you only spend RO 30 in a month, you cannot carry over the RO 20 to the next month. This means most consumers spend their full permit value every month.

Handy tip: plan in advance for parties and any major celebrations you may be having, as well as occasions such as Christmas and seasonal holidays eg Eid and Ramadan.

It is illegal for liquor shop staff to sell you beverages in excess of your permit value. It is also illegal for them to doctor your permit to facilitate this, or for them not to enter any purchase in the permit. Should they offer this to you then you should decline. You will be making an illegal transaction by accepting and will be personally liable. Be warned, the Royal Oman Police check the liquor stores regularly.

Once you have made your purchase the Oman liquor law states that you should transport it to your home, and should have the permit and the invoice with you on the way (to prove legal purchase). Drinking and driving is taken more seriously than in most Western countries (for obvious reasons). The ROP make regular roadside checks and there is an RO 500 fine and usually a night's stay in the local police station!

Ramadan

During the Holy Month of Ramadan the liquor suppliers, hotels and bars are not permitted to sell any alcoholic beverages to the public. The liquor shops remain closed until Eid, and only resident guests of the hotels can avail of liquor, and only then through room service. Home consumption is permitted, but it is advisable to respect your local community.

African + Eastern

African + Eastern is a leading distributor of beverages with operations currently in Dubai, Northern Emirates, and Oman. It has an enviable reputation for being professionally focused in its operations and dedicated in the pursuit of customer service. The company's mission is to offer unequalled customer service to its customers, licensed customers and the international principals they represent, and hence develop the position of market leadership within their specific beverage category.

What brands do we represent?

a+e represents an enviable portfolio of world-class beers, wines and spirits brands, including:

Beer: Foster's, Corona, Carlsberg, Kronenbourg 1664, Tuborg, Beck's, Stella Artois, Miller Genuine Draft, Guinness, Kilkenny, Victoria Bitter, Peroni, Warsteiner, Erdinger, Leffe, Chang and Weston's Cider

Spirits: Famous Grouse, Macallan, Remy Martin, Bardinet, Angostura Rum, Jim Beam, Martini

Wine: Laurent Perrier, Bollinger, Lanson, Montes, Wolf Blass, Sandalford, Leeuwin estate, Evans & Tate, Georges Duboeuf, Domaine Laroche, Sauvion et Fils, Hugel et Fils, Guigal, Beringer, Carmen, Argento, Kumala, Simonsig, E&J Gallo, Schroder & Schyler, Louis Latour, Jadot, Folonari, Frescobaldi, Brown Brothers, Villa Maria, Morgenhof, Stonehedge, Kendall Jackson

How to get a liquor permit

Required Documents

- Copy of passport
- Copy of labour card
- 2 passport size photographs
- No objection letter from the company
- Labour card application in original – copy returned after issuing labour card. This is to confirm basic salary as registered with the Ministry of Manpower.
- Employment contract attested by the Ministry of Manpower to confirm employment and eligibility to apply for a permit.
- Completed permit application obtained at the licensing office

Permit value

- Permit value is determined by the basic salary. Usually the permit value is 10% of basic salary.

Where? ROP Liquor Licensing Office

Location : Ruwi Police Station, Ruwi High Street
Working hours : 7 am to 1 pm
Fees : 5% of the annual permit value

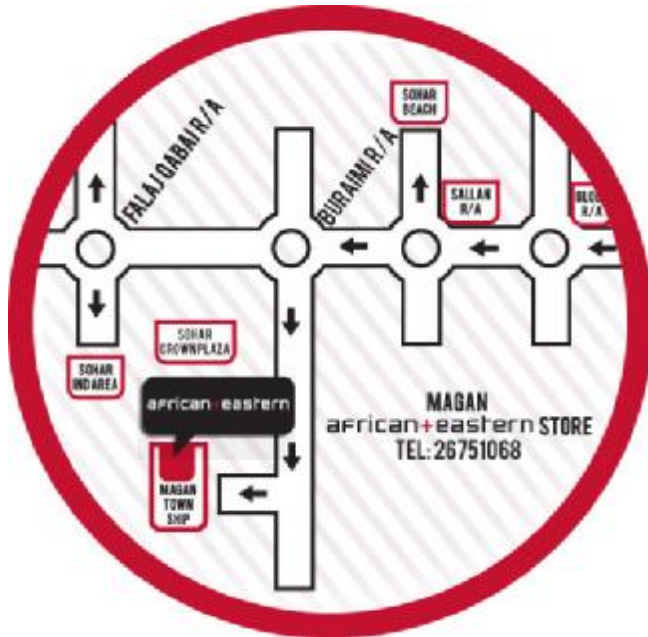
Contact us

If you have any other queries you can contact your friends at a+e on the following numbers:

Office:	24486513 (fax 24486514)
Sean Hennessey, General Manager:	24484614, gsm 99215901
David Evans, On trade Manager:	24484614, gsm 99867889
Edward Solomon, Retail Coordinator:	24486513, gsm 92595934
Imelda Manuzon, MQ Store:	24602121
Bahwan Limbu, Al Khuwair Store:	24483050
Satheesh Babu (Sohar) Store:	26751068
Purushu, Salalah Store:	23467817

Where to find us

a+e's Oman stores are conveniently located in the following locations:



Our stores are open from 9am-1pm and from 5pm-9pm Saturday to Thursday. All liquor stores are closed on Fridays and on certain religious holidays.

I'd like a bottle of your finest wine please

It's just not the same without a+e

best ma+es

best choice, best advice, best service, best locations, best head over to
a+e.

