



Ministry of Trade  
and Industry



Namibia Shebeen  
Association



Windhoek  
City Police



Namibia  
Customs



Namibian  
Standards Institution



Self-Regulating Alcohol  
Industry Forum

## PUBLIC NOTICE - ILLEGAL ALCOHOL ATTENTION ALL ALCOHOL TRADERS:

A Partnership consisting of the Ministry of Trade and Industry, Namibia Shebeen Association, Windhoek City Police, Namibian Standards Institution, Namibia Customs and the Self-Regulation Alcohol Industry Forum of Namibia has formed a task team to confiscate all Illicit Alcohol sold and distributed in Namibia. Illicit Alcohol is classified as products that do not comply with Namibian Legislation such as, packaging, labelling, tax evasion, contents and composition. The products listed below have been analysed and have been found to be in contravention of section 48 of the Namibian Liquor Act (Act No 6 of 1998), any organization found trading with these products will be prosecuted and the products will be confiscated.



### ROYAL SUPERIOR BRANDY SPIRIT APERITIF

**Claim:** *"Distilled and expertly blended with the finest brandy, Royal Superior is a spirit distinctive for it's smooth flavour and clarity."* ([www.equatorbev.co.za](http://www.equatorbev.co.za))

#### Analytical laboratory results:

A chemical analysis was done by an independent laboratory which lead to the following conclusion: ***"Definitely not a brandy but rather a mixture of a spirit product with colorants and flavourants. No natural volatiles were present."***



### SIR EDWARDS BLENDED WHISKEY / Fine Old FIRST IMPORTED WHISKEY

**Claim:** *"Sir Edwards Finest Whisky is crafted by master distillers. The perfect blend of malt and grain whiskies, it reflects the passion for excellence and purity in the fine spirit."* ([www.equatorbev.co.za](http://www.equatorbev.co.za)) (Currently removed from the website)

#### Analytical laboratory results:

A chemical analysis was done by an independent laboratory and the Scotch Whisky Association lab. Both lead to the following conclusion:

**These products have been produced by mixing neutral alcohol with colorants and flavourants. No natural volatiles were present.**

## Namibian Liquor Act (Act No6 of 1998) Brand reliability and alcohol content

### 48. No licensee shall sell -

(a) as a particular kind or brand of liquor, or as liquor produced by a particular person, any liquor which is not of such kind or brand, or which is not produced by such person.

OFFENDERS MAY BE PROSECUTED.

VISIT [WWW.SAIFNAMIBIA.COM](http://WWW.SAIFNAMIBIA.COM) FOR MORE INFORMATION

PLEASE report Illicit Alcoholic products to:

SMS only: +264 81 720 5696 or e-mail to: [info@saifnamibia.com](mailto:info@saifnamibia.com)

PROUD MEMBERS OF THE SELF-REGULATING ALCOHOL INDUSTRY FORUM OF NAMIBIA

