

Licensing Act 2003

Premises Licence

Premises Licence Number: 2025/00385/LAPR

Part 1 – Premises details

Postal address of premises, or if none, OS map reference or description of the premises

Gourmet Hound
345 Fulham Palace Road

Post town: London

Post code: SW6 6TD

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Sale of Alcohol Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Sale of Alcohol Off the Premises

Monday	07:00 - 20:00
Tuesday	07:00 - 20:00
Wednesday	07:00 - 20:00
Thursday	07:00 - 20:00
Friday	07:00 - 20:00
Saturday	07:00 - 20:00
Sunday	07:00 - 20:00

The opening hours of the premises:

Monday	07:00 - 20:00
Tuesday	07:00 - 20:00
Wednesday	07:00 - 20:00
Thursday	07:00 - 20:00
Friday	07:00 - 20:00
Saturday	07:00 - 20:00
Sunday	07:00 - 20:00

Where the licence authorises supplies of alcohol whether these are on and / or off supplies:

Off the premises only

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:

Palace Deli LLP
2nd Floor
Heathmans House
19 Heathmans Road
London
SW6 4TJ

Email: jason@gourmethound.co.uk

Registered number of holder, for example company number, charity number (where applicable):

OC435504

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Jason Van Praagh
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Licensing Authority: Hammersmith And Fulham Council

Personal Licence Number: [REDACTED]

Annex 1 – Mandatory Conditions

1. Mandatory Condition

1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

2. Mandatory Condition

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

- (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence—
- (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

3. Mandatory Condition

(1) No supply of alcohol may be made under the premises licence—

(a) at a time when there is no designated premises supervisor in respect of the premises licence, or

(b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Annex 2 – Conditions consistent with the operating Schedule

4. High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities and;

i. shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to Police or authorised Council officers on request

ii. one camera will show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering.

iii. shall cover any internal or external area of the premises where licensable activities take place.

iv. recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.

v. footage shall be provided free of charge to Police or authorised council officer within 24 hours of a request.

vi. a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous

5. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request

6. The premises shall operate a 'Challenge 25' age-restricted sales policy and promote it through the prominent display of posters

7. The licence holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.

8. Any alcohol sold for consumption off the premises shall be sold in a sealed container.

9. No alcohol shall be consumed on the front external terrace area of the premises.

Annex 3 – Conditions attached after a hearing by the licensing authority

Signed: 
Authorised Officer

Date: 28.03.2025

Annex 4- Plans:

Please insert plans at page 5

Licensing Act 2003

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Premises Licence Summary

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Post code: SW6 6TD

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Palace Deli LLP
2nd Floor
Heathmans House
19 Heathmans Road
London
SW6 4TJ

Registered number of holder, for example company number, charity number (where applicable):

OC435504

Name of designated premises supervisor where the premises licence authorises the supply of alcohol:

Jason Van Praagh

State whether access to the premises by children is restricted or prohibited:

No Restrictions

Signed: 
Authorised Officer

Date: 28.03.2025

PALACE DELI LLP (T/A TRUFFLE HOUND)

345 FULHAM PALACE ROAD
LONDON, SW6 6TD

GROUND FLOOR



KEY

- REFRIGERATED DISPLAY
- DISPLAY UNIT / FURNITURE
- COUNTER SPACE
- STAIR ACCESS TO BASEMENT LEVEL (STAFF ONLY)
- FIRE EXTINGUISHER

