



STATUTORY INSTRUMENTS.

**S.I. No. 4 of 2020**



PUBLIC HEALTH (ALCOHOL) ACT 2018 (SALE AND SUPPLY OF  
ALCOHOL PRODUCTS) REGULATIONS 2020

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I, SIMON HARRIS, Minister for Health, in exercise of the powers conferred on me by section 5 and subsection (1) of section 23 of the Public Health (Alcohol) Act 2018 (No. 24 of 2018) and, having regard to the matters specified in subsection (2) of that section, hereby make the following regulations:

1. These Regulations may be cited as the Public Health (Alcohol) Act 2018 (Sale and Supply of Alcohol Products) Regulations 2020.

2. These Regulations shall come into operation on 11 January 2021.

3. For the purposes of these Regulations, the sale or supply of alcohol products at a reduced price or free of charge includes -

- (a) the award, whether directly or indirectly, of bonus points, loyalty card points, or any similar benefit, to any person arising from the purchase by that person, or by any other person, of any alcohol product,
- (b) permitting the use of any such points or benefit, whether directly or indirectly, to obtain alcohol products, or any other product or service, at a reduced price or free of charge, and
- (c) permitting the use, whether directly or indirectly, of bonus points, loyalty card points, or any similar benefit, arising from the purchase of any product or service to obtain alcohol products at a reduced price or free of charge.

4. A person shall not sell or supply, or cause to be sold or supplied, an alcohol product at a reduced price or free of charge to any person on the purchase by that person, or any other person, of -

- (a) one or more other alcohol products (whether of the same or a different kind), or
- (b) any other product or service.

5. A person shall not sell or supply, or cause to be sold or supplied, an alcohol product for a period of 3 days or less at a price less than that being charged for the alcohol product on the day before the commencement of the period concerned.

*Notice of the making of this Statutory Instrument was published in  
"Iris Oifigiúil" of 17th January, 2020.*

6. A person shall not advertise or promote, or cause to be advertised or promoted, the sale or supply of alcohol products in a manner specified in Regulation 4 or 5.

7. Regulations 4, 5 and 6 are declared to be penal provisions for the purpose of section 23(4) of the Public Health (Alcohol) Act 2018 (No. 24 of 2018).



GIVEN under my Official Seal,  
9 January 2020.

SIMON HARRIS  
Minister for Health.

EXPLANATORY NOTE

*(This note is not part of the Instrument and does not purport to be a legal interpretation.)*

The purpose of these Regulations is to prohibit the use of bonus or loyalty card points in relation to alcohol products, to prohibit the sale of alcohol products at a reduced price when sold with another product or service and to prohibit the sale of alcohol products at a reduced price for a period of 3 days or less.

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