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**An Bille Sláinte Poiblí (Alcól) (Leasú), 2025**  
**Public Health (Alcohol) (Amendment) Bill 2025**

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*Mar a tionscnaíodh*

*As initiated*

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**AN BILLE SLÁINTE POIBLÍ (ALCÓL) (LEASÚ), 2025**  
**PUBLIC HEALTH (ALCOHOL) (AMENDMENT) BILL 2025**

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*Mar a tionscnaíodh*

*As initiated*

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2. Amendment of section 2 of Principal Act
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## ACTS REFERRED TO

Finance Act 2003 (No. 3)

Public Health (Alcohol) Act 2018 (No. 24)



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**AN BILLE SLÁINTE POIBLÍ (ALCÓL) (LEASÚ), 2025**  
**PUBLIC HEALTH (ALCOHOL) (AMENDMENT) BILL 2025**

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# Bill

*entitled*

An Act to amend the Public Health (Alcohol) Act 2018 by restricting the advertising of alcohol-free and low-alcohol products bearing any statement of any trade description or designation, or a display or other publication of a trademark, emblem, marketing image or logo, of an alcohol product with the aim or direct or indirect effect of promoting an alcohol product. 5

**Be it enacted by the Oireachtas as follows:** 10

## **Interpretation**

1. In this Act “Principal Act” means the Public Health (Alcohol) Act 2018.

## **Amendment of section 2 of Principal Act**

2. Section 2 of the Principal Act is amended—

(a) by the substitution of the following definition for the definition of “advertising”: 15

“ “advertising” means any form of commercial communication with the aim, or direct or indirect effect, of promoting an alcohol product and includes, in relation to an alcohol product, every form of recommendation of the product to the public including—

(a) (i) a statement of the name of a manufacturer or importer of an alcohol product, or the name of any brand of alcohol product, or 20

(ii) a statement of any trade description or designation, or a display or other publication of a trademark, emblem, marketing image or logo, by reference to which the product is marketed or sold, in circumstances where such statement, display or publication may reasonably be regarded as a recommendation of the product to the public, 25

(b) a statement of the properties of the product on a label, container, wrapper or package used for the product or in a leaflet, circular, pamphlet or brochure issued to the public or given to a purchaser of the product, and 30

(c) advertising an alcohol-free or low-alcohol product bearing any

statement of any trade description or designation, or a display or other publication of a trademark, emblem, marketing image or logo, of an alcohol product;”,

and

(b) by the insertion of the following definition:

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“ “alcohol-free or low-alcohol product” means beer, wine, other fermented beverage, spirits or intermediate beverage which has been subject to de-alcoholisation, dilution, the limiting or the elimination of fermentation, and which does not exceed 0.5 per cent volume and which bears the brand name or emblem, the corporate name or emblem, or the trade mark or logo of an alcohol product as defined by section 73 of the Finance Act 2003;”.

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### **Short title, collective citation, construction and commencement**

3. (1) This Act may be cited as the Public Health (Alcohol) (Amendment) Act 2025.

(2) The Public Health (Alcohol) Act 2018 and this Act may be cited together as the Public Health (Alcohol) Acts 2018 and 2025.

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(3) Notwithstanding any provision to the contrary contained in any other enactment, this Act shall come into operation one month after the date of its passing.



# BILLE

(mar a tionscnaíodh)

dá ngairtear

Acht do leasú an Achta Sláinte Poiblí (Alcól), 2018 trí shrian a chur le fógaírt táirgí gan alcól agus ar bheagán alcóil ar a bhfuil aon ráiteas ar aon tuairisc nó sainainmniú trádála de chuid táirge alcóil, nó ar a bhfuil trádmarc, feathal, íomhá mhargaíochta nó lógó de chuid táirge alcóil ar taispeáint nó foilsithe ar shlí eile, is fógaírt arb é an cuspóir nó an éifeacht dhíreach nó neamhdhíreach atá léi táirge alcóil a chur chun cinn.

An Teachta Pádraig de Rís a thug isteach,  
25 Meán Fómhair, 2025

# BILL

(as initiated)

entitled

An Act to amend the Public Health (Alcohol) Act 2018 by restricting the advertising of alcohol-free and low-alcohol products bearing any statement of any trade description or designation, or a display or other publication of a trademark, emblem, marketing image or logo, of an alcohol product with the aim or direct or indirect effect of promoting an alcohol product.

Introduced by Deputy Pádraig Rice,  
25th September, 2025

BAILE ÁTHA CLIATH  
ARNA FHOILSIÚ AG OIFIG AN tSOLÁTHAIR  
Le ceannach díreach ó  
FOILSEACHÁIN RIALTAIS,  
BÓTHAR BHAILE UÍ BHEOLÁIN, CILL MHAIGHNEANN,  
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