



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

Meabhrán Miniúcháin
Explanatory Memorandum



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

EXPLANATORY MEMORANDUM

Purpose of Bill

The purpose of this Bill is to restrict the advertising of alcohol-free and low-alcohol products that share the core branding features of regular-strength alcohol products.

Provisions of Bill

This Bill has three sections:

Section 1 is a standard definition section, defining the “Principal Act” as the Public Health (Alcohol) Act 2018.

Section 2 amends section 2 of the Principal Act by way of the substitution of the definition of “advertising” and by way of the insertion of a definition for “alcohol-free or low-alcohol product”.

Section 3 provides for the short title, collective citation and commencement of the Act.

Pádraig Rice, TD,
Meán Fómhair, 2025.

