

Draft of

R E G U L A T I O N S

entitled

Public Health (Alcohol) Act 2018 (Sale and Supply of Alcohol Products) (Amendment)

Regulations 2026

To be made by the

Minister for Health

I, _____, 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) (Amendment) Regulations 2026.

2. These Regulations shall come into operation 18 months after the date on which they are made.

3. The Public Health (Alcohol) Act 2018 (Sale and Supply of Alcohol Products) Regulations 2020 ([S.I. No. 4 of 2020](#)). are amended by the substitution of the following Regulation for Regulation 3:

“3. (1) 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.

(2) In this Regulation,

‘any similar benefit’ includes a reduction in price or discount awarded in respect of an alcohol product on the basis of -

- (a) the possession of a loyalty card,

or

- (b) membership of a loyalty scheme or club.”.

GIVEN under my Official Seal,

_____ 2026.

Minister for Health.