

Let it hAPYN ▶



Report on the alcohol laws in EU countries

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Introduction

Alcohol policy can be a daunting, if not dull, topic to engage young people in. There are many official documents and reports talking about which measures work and do not work and which measures are being implemented in various countries. But is that something young people will be willing to dwell in »just out of interest«?

The purpose of the following report is to explain alcohol policy and various alcohol laws in a simple way, as well as to provide quick guide to alcohol policy in an individual EU country for anyone that is interested and to facilitate access to information for young people who want to work with that policy. The information presented in the report is more or less all »out there«, available somewhere on the internet if you are determined to search and read official reports, but trying to get the information closer to young people is the challenge we are aiming at. When it comes to young people, the challenge often is to explain why laws are important in the first place and adding an international dimension seems to be effective.

In the first part of the booklet, you can find information on what certain measures even mean and why are they important. In the second part of the booklet, we present what is the situation in the EU countries.

Who is this information aimed at? Primarily at young people - those who want to know what the situation in their countries is because they would like to start working on this field; as well as those who are just curious and would like to find some sources for further exploration.

Alcohol policy and alcohol laws

Alcohol policy is defined broadly as »any purposeful effort or authoritative decision on the part of governments to minimize or prevent alcohol-related consequences. Policies may implement a specific strategy with regard to alcohol problems (e.g. increase alcohol taxes or controls on drinking and driving) or allocate resources toward prevention or treatment services«. (Babor et al., 2010).

In this report, we are focusing on policies that are most commonly passed on as laws. Many young people are suspicious of government telling them what to do, but with such a vast number of influences from all sides, a country whose primary interest is public health and wellbeing of its citizens can be considered as a plus.

In this report, we wouldn't be going too deep into why alcohol is a problem, as this has been written extensively elsewhere. What can be mentioned here though is that it has been shown that differences between countries when it comes to alcohol consumption partially reflect the impact of alcohol policies – a country's score on one of the alcohol policy scales is negatively correlated with measures of alcohol consumption. This means that the stricter the alcohol policy is, the lower the consumption in a certain country (Mackenbach and McKee, 2013). As much as people may say differently, laws can work if they are implemented properly.

In this report we will focus on the three “best buys” of alcohol policy (the measures that have been proven most effective): availability, pricing and marketing. Additionally we look into drink driving as a very important issue and labelling as less effective, yet very talked about measure.

Drink driving

Alcohol is a big risk factor for traffic fatalities and injuries (Babor et al., 2010), as it impairs one's ability to drive due to its effects on judgements, vision, reflexes and reaction time, to name just a few. Amount of alcohol in the blood (commonly referred to BAC (blood alcohol content) is a metric which is used for legal and medical purposes and is usually measured either in mass of alcohol per mass or volume of blood – the most

commonly used measurements are grams of alcohol per litre of blood and milligrams of alcohol per gram of blood. In this report, the unit used is per mille (%) by volume (so, for example number 0,5 indicates 0,5 grams of alcohol in 1 L of blood). Common law is therefore to **limit the BAC** one is allowed to have in his/her blood while driving. This law has proven to be effective, especially if properly implemented with frequent checking (for example random breath testing) (Babor et al., 2010).

Young people (especially between ages of 16 and 20) are at an even higher risk for alcohol involved crashes, also due to their inexperience when driving and greater recklessness (Babor et al., 2010). Because of that, some countries decided to introduce lower or even zero tolerance limits for young drivers (zero tolerance = no amount of alcohol is allowed when driving).

Pricing policies

The assumption of using price policies on alcoholic beverages to tackle alcohol consumption is that increasing economic cost of alcohol compared to other possible commodities will reduce the demand for it (Babor et al., 2010). In simpler terms that mean that the more expensive alcohol is in relation to other products, less likely we are to buy it.

Alcohol is one of the few commodities (apart from tobacco and energy) that is subject to **excise duties**. Excise duties are indirect taxes on the sale or use of specific product (EC Taxation and Customs Union). The purpose of the EU excise duties is to prevent any kind of distortions in the single market and ensure businesses can have fair competition (EC website) – so for example that nobody can put their price too low and have an unfair advantage. Although not their primarily intended aim, excise duties are more and more perceived as tools to support other policies – for example, in the case of alcohol to help increase the price, which would lead to lower consumption.

The EU sets the minimum rates of the excise duties and then it is up to the Member states to decide if the excise duties in their country will remain at the minimum or if they will increase it (EC Taxation and Customs Union). Currently, the minimum rates are 0,748 euros per hectolitre of beer, 45 euros per hectolitre of intermediate products (check what that is) and 550 euros per hectolitre of pure alcohol. There is no minimum excise duty for wine.

Another pricing policy that is many times fairly misunderstood is the **minimum pricing** price. Minimum unit pricing would simply set a floor price for a unit of alcohol, meaning it can't be sold for lower than that. The more alcohol a drink contains, the stronger it is and therefore the more expensive it will be (Scottish government, 2015). To make it clearer, we can assume that an unit counts as 10 grams of alcohol (as it is in most European countries), which is equal roughly to 2,5 dl of beer, 1 dl of wine or 0,3 dl of spirits. The proposal of having, for example, price of minimum 50 euro cents per unit, would thus mean that 0,5 litre of beer could not cost less than 1 euro.

From this example it may not look that the policy would have a great impact, but the benefit of the policy is exactly that it doesn't affect every drink, but just the ones that are sold at very low prices (and which are often consumed by harmful drinkers (Scottish government, 2015)) – for example, own brand spirits or very cheap ciders or strong beers.

Marketing

Marketing is defined as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (AMA, 2015). It is important marketing is distinguished from advertising, as the latter is just one part of the marketing.

When it comes to alcohol industry, marketing is one of the main tools they use to gain market share (in their words) and attract new customers (in words of public health professionals).

Even though advertising and sponsorship are usually the main marketing tools used by alcohol industry, there are also other ways products can be promoted: through design of products, place of sale and price promotions (Hastings and Haywood 1991, in Babor et al., 2010).

When it comes to laws on restrictions on marketing, what is most commonly restricted is the volume of marketing of different alcoholic beverages in different media. This restriction can be either complete or partial. Some examples of that are (EUCAM, 2011):

- Bans on the marketing of certain products (eg. Alcoholic drinks above 15% volume)

- Media restrictions (e.g. No print advertising)
- Time period restrictions (e.g no TV advertising before 9pm)
- Location and target group restrictions

Also restrictions on content are possible, but those are usually harder to monitor and deem as inappropriate due to great grey area of possible interpretations.

Sponsorship is another way alcohol companies are aiming to increase their reputation and image, and policies can also restrict that, although it is not very common yet.

Restricting marketing, especially advertising and sponsorship is an important measure because exposure to alcohol marketing appealing to young people increases their intentions of consuming alcohol and also has influence on their drinking behaviour (EUCAM, 2011).

Availability

The physical availability of alcoholic beverages refers to the accessibility or convenience of obtaining and consuming these products (Babor et al., 2010). It is based on the assumption that the harder effort one would have to make to obtain it, the less likely it is for them to go and try to get it.

Measures the availability can be managed through are (Babor et al, 2010):

- Ban on sales (either total or partial)
- Ban on drinking in public places
- Minimum legal purchase age (as alcohol is known to be harmful to young people, it is not allowed to sell alcohol to them – the limits vary by country, most common limit is 18 years)
- Rationing (meaning one person is only allowed to buy limited quantities of the product in a certain time period)
- Government monopoly of retail sales (this means that only government is allowed to sell (and sometimes produce) alcohol and determines the conditions under which alcohol is sold, as they are supposed to take into account public health and public interest before the profit motives)
- Restrictions on times of sale (for example not being allowed to sell alcohol in supermarkets after 21.00, as it reduces the opportunity to obtain alcohol; what

also exists are restrictions on dates – for example alcohol not being sold on one of the days in the week)

- Restrictions on density of outlets (on where alcohol can be sold – this is many times solved through licensing system; stores or bars wanting to sell alcohol need to comply with certain rules in order to obtain licence to sell; and if they breach the law, the licence can be taken away from them and they are not able to sell alcohol anymore).
- Different availability by alcohol strength (alcohol up to certain volume being sold in regular stores, but stronger drinks have to be purchased in separate shops)

Labelling

Labelling means indicating certain information on the product on the product label, and it is many times used as a tool for promotion, also when it comes to alcoholic drinks (Eurocare, 2014). Alcohol labelling legislative requirements can refer to areas such as volume of alcohol, name of manufacturer, expiry date etc. However, alcohol is different to most of the other products in that it is not required to list the ingredients or nutritional value on the label, as it is the case with most of the other food and drink products. Efforts of public health professionals have thus been directed also in the way of introducing these kind of labels into legislation – for the consumers to have information on the nutritional value and number of units.

Additionally, possibilities are (and in some places they are being implemented, either voluntary by the industry or by legislation) also to introduce the warning signs about harms of alcohol, including drinking in pregnancy and drinking and driving warning signs in appropriate sizes, as well as the minimum age for purchase requirements.

Labelling has, contrary to the actions described above, not been proven to be very effective when it comes to changing behaviour, but it does increase information available to the consumers and introducing certain labelling requirements into legislation would make it easier for the consumers to make an informed choice.

Country profiles

Resources and data

The data for the country sheets are the most recent available, with the majority of the data collected for the 31.12.2014. Data for marketing restrictions, restriction on drinking in public spaces and labelling are only available for 31.12.2012 for the following countries: Bulgaria, Croatia, Cyprus, Czech republic, Greece, Hungary, Latvia, Malta, Poland, Romania and Slovakia.

Resources

Eurostat (<http://ec.europa.eu/eurostat>)

World Health Organisation
(<http://apps.who.int/gho/data/node.main.A1119?lang=en&showonly=GISAH>)

Swiss Federation Federal Office of Public Health
(<http://www.bag.admin.ch/themen/drogen/00039/10172/12019/index.html?lang=en>)

Austria

Population: 8.506.889

Share of young people (15-29 years): 18,5%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,1	0,1

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	No	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	16	16
Wine	16	16
Spirits	16	16

Restriction on drinking in:

Parks and streets:	Voluntary/self-restricted		Workplace:	Voluntary/self-restricted
Educational buildings:	Voluntary/self-restricted		Public transport	Voluntary/self-restricted
Sport events:	Voluntary/self-restricted			

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Youth protection policy	Youth protection policy	Ban
On radio	No restrictions	No restrictions	Ban

On billboards	No restrictions	No restrictions	No restrictions
In print media	No restrictions	No restrictions	No restrictions
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restrictions	No restrictions	No restrictions

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Belgium

Population: 11.203.992

Share of young people (15-29 years): 18,3%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,5	0,5

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	No	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	16	16
Wine	16	16
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Voluntary/self-restricted	Workplace:	Voluntary/self-restricted
Educational buildings:	Voluntary/self-restricted	Public transport	Voluntary/self-restricted
Sport events:	Voluntary/self-restricted		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	ban on the sale of alcoholic beverages at automatic drink dispensers, in hospitals, schools and petrol stations	ban on the sale of alcoholic beverages at automatic drink dispensers, in hospitals, schools and petrol stations	ban on the sale of alcoholic beverages at automatic drink dispensers, in hospitals, schools and petrol stations
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Advertising of alcoholic beverages should not be targeted at minors nor display minors consuming alcohol; Ban on alcohol advertising before and after children's programs	Advertising of alcoholic beverages should not be targeted at minors nor display minors consuming alcohol; Ban on alcohol advertising before and after children's programs	Advertising of alcoholic beverages should not be targeted at minors nor display minors consuming alcohol; Ban on alcohol advertising before and after children's programs
On radio	No restrictions	No restrictions	No restrictions
On billboards	No restrictions	No restrictions	No restrictions
In print media	No restrictions	No restrictions	No restrictions
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	No restrictions	No restrictions	No restrictions

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restrictions	No restrictions	No restrictions

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
Yes	Yes	No

Bulgaria

Population: 7.245.677

Share of young people: 17,1%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o) (2014)	0,5	0,5	0,5

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	No	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Voluntary/self-restricted	Workplace:	Voluntary/self-restricted
Educational buildings:	Voluntary/self-restricted	Public transport	Voluntary/self-restricted
Sport events:	Voluntary/self-restricted		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	No	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	Yes	Yes	Yes
on Hours	Yes	Yes	Yes
On Place	Yes	Yes	Yes
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Partial restriction content	Partial restriction content	Partial restriction content
On radio	Partial restriction	Partial restriction	Partial restriction

	content	content	time/place/content
On billboards	Partial restriction content	Partial restriction content	Partial restriction time/place/content
In print media	Partial restriction content	Partial restriction content	Partial restriction time/place/content
On internet	Partial restriction content	Partial restriction content	Partial restriction time/place/content
On social media	Partial restriction content	Partial restriction content	Partial restriction time/place/content
At point-of-sale	Partial restriction content	Partial restriction content	Partial restriction time/place/content

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Croatia

Population: 4.246.809

Share of young people (15-29 years): 18,1%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Ban
Educational buildings:	Ban	Public transport	Partial restriction
Sport events:	Ban		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	No	No	No

Off-licence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	No restrictions	Ban	Ban
On radio	No restrictions	Ban	Ban
On billboards	No restrictions	Ban	Ban
In print media	No restrictions	Partial restriction	Ban

		time/place	
On internet	No restrictions	Ban	Ban
On social media	/	/	/
At point-of-sale	No restrictions	Ban	Ban

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Ban

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Cyprus

Population: 858.000

Share of young people (15-29 years): 22,7%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,5	0,5

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	17	17
Wine	17	17
Spirits	17	17

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Partial restriction
Educational buildings:	Ban	Public transport	Ban
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-licence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	Yes	Yes	Yes
on Hours	Yes	Yes	Yes
On Place	Yes	Yes	Yes
On density	Yes	Yes	Yes

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Partial restrictions	Partial restrictions	Partial restrictions
On radio	Partial restriction time/place/content	Partial restriction time/place/content	Partial restriction time/place/content
On billboards	Voluntary/self-	Voluntary/self-	Voluntary/self-

	restricted	restricted	restricted
In print media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On internet	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On social media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
At point-of-sale	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Czech Republic

Population: 10.512.419

Share of young people (15-29 years): 17,4%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	Zero tolerance	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Ban
Educational buildings:	Ban	Public transport	Partial restriction
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	No	Yes	Yes
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	Yes	Yes	Yes
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Partial restriction content	Partial restriction content	Partial restriction content
On radio	Partial restriction content	Partial restriction content	Partial restriction content

On billboards	Partial restriction content	Partial restriction content	Partial restriction content
In print media	Partial restriction content	Partial restriction content	Partial restriction content
On internet	Partial restriction content	Partial restriction content	Partial restriction content
On social media	Partial restriction content	Partial restriction content	Partial restriction content
At point-of-sale	Partial restriction content	Partial restriction content	Partial restriction content

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Partial restriction	Partial restriction	Partial restriction

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Denmark

Population: 5.627.235

Share of young people (15-29 years): 18,8%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,5	0,5

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	Yes	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	16	18
Wine	16	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	No restrictions		Workplace:	Voluntary/self-restricted
Educational buildings:	Voluntary/self-restricted		Public transport	Partial restriction
Sport events:	No restrictions			

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban	Ban	Ban
On radio	Ban	Ban	Ban
On billboards	Ban	Ban	Ban

In print media	Partial restriction content	Partial restriction content	Ban
On internet	Partial restriction content	Partial restriction content	Ban
On social media	Partial restriction content	Partial restriction content	Ban
At point-of-sale	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	Yes	No

Estonia

Population: 1.315.819

Share of young people (15-29 years): 18,6%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,2	0,2	0,2

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Ban	Workplace:	No restrictions
Educational buildings:	Partial restriction	Public transport	Partial restriction
Sport events:	No restrictions		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-licence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	Yes, selling from 10am until 10 pm)	Yes, selling from 10am until 10 pm)	Yes, selling from 10am until 10 pm)
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Total ban on National TV Partial statutory ban	Total ban on National TV Partial statutory ban	Total ban on National TV Partial statutory ban

	on private TV	on private TV	on private TV
On radio	partial restriction time/place/ content	partial restriction time/place/ content	partial restriction time/place/ content
On billboards	partial restriction time/place	partial restriction time/place	Ban
In print media	partial restriction time/place	partial restriction time/place	partial restriction time/place
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	No restrictions	No restrictions	No restrictions

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restrictions	No restrictions	No restrictions

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	Yes	No

Finland

Population: 5.451.270

Share of young people (15-29 years): 18,2%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,5	0,5

PRICING

Excise tax on	Beer	Wine	Spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	20	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Ban
Educational buildings:	Ban	Public transport	Ban
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail* [*]	Yes	No	No

*Monopoly for all alcoholic beverages over 4.7% vol.

Off-licence sales restrictions (off premises)

	Beer	Wine*	Spirits*
On days	No	Monopoly shops closed on Sunday and public holidays	Monopoly shops closed on Sunday and public holidays
on Hours	Selling hours only from between 9 am and 9 pm	Selling hours only from between 9 am and 9 pm	Selling hours only from between 9 am and 9 pm
On Place	Yes	Monopoly shops	Monopoly shops
On density	No	Monopoly shops	Monopoly shops

*Monopoly for all alcoholic beverages over 4.7% vol.

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Youth protection policy; Ban on alcohol advertising between 7 am and 9 pm; No link between alcohol consumption and social or sexual success	Youth protection policy; Ban on alcohol advertising between 7 am and 9 pm; No link between alcohol consumption and social or sexual success	Ban
On radio	partial restriction time/place/ content	partial restriction time/place/ content	Ban
On billboards	No link between alcohol consumption and social or sexual success	No link between alcohol consumption and social or sexual success	Ban
In print media	No link between alcohol consumption and social or sexual success	No link between alcohol consumption and social or sexual success	Ban
On internet	No link between alcohol consumption and social or sexual success	No link between alcohol consumption and social or sexual success	Ban
On social media	No link between alcohol consumption and social or sexual success	No link between alcohol consumption and social or sexual success	Ban
At point-of-sale	No free alcohol; Ban on tastings in stores; Ban for offers "2 for 1"; Ban on short term special offers	No free alcohol; Ban on tastings in stores; Ban for offers "2 for 1"; Ban on short term special offers	No free alcohol; Ban on tastings in stores; Ban for offers "2 for 1"; Ban on short term special offers

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
partial restriction	partial restriction	Ban

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	No	No

France

Population: 65.835.579

Share of young people (15-29 years): 17,9%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,5	0,2

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	Yes	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Partial restriction
Educational buildings:	Partial restriction	Public transport	Ban
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours*	No	No	No
On Place	ban on sales in legally and/or locally defined protected areas	ban on sales in legally and/or locally defined protected areas	ban on sales in legally and/or locally defined protected areas
On density	per capita quota, 1 selling point per 450 inhabitants	per capita quota, 1 selling point per 450 inhabitants	per capita quota, 1 selling point per 450 inhabitants

*ban on sales of refrigerated alcoholic beverages in gas stations and of all alcoholic beverages in gas station between 6 pm and 8 am

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban	Ban	Ban
On radio	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising
On billboards	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising
In print media	Only product information, no lifestyle advertising; No advertisement in publications which target minors	Only product information, no lifestyle advertising; No advertisement in publications which target minors	Only product information, no lifestyle advertising; No advertisement in publications which target minors
On internet	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising
On social media	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising	Only product information, no lifestyle advertising
At point-of-sale	Partial restriction content	Partial restriction content	Partial restriction content

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Ban	Ban	Ban

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
Yes, for pregnant women	No	No

Germany

Population: 80.767.463

Share of young people (15-29 years): 17,0%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	16	16
Wine	16	16
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Voluntary/self-restricted		Workplace:	Voluntary/self-restricted
Educational buildings:	Voluntary/self-restricted		Public transport	Voluntary/self-restricted
Sport events:	Voluntary/self-restricted			

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place*	No	No	No
On density	No	No	No

* Ban on selling alcoholic beverages in and around the stadium before and during football games of the Bundesliga.

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Youth protection	Youth protection	Youth protection

	policy	policy	policy
On radio	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On billboards	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
In print media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On internet	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On social media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
At point-of-sale	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Greece

Population: 10.903.704

Share of young people (15-29 years): 16,2%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,2	0,2

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	No restrictions	Workplace:	No restrictions
Educational buildings:	No restrictions	Public transport	Ban
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	No restrictions	No restrictions	No restrictions
On radio	No restrictions	No restrictions	No restrictions
On billboards	No restrictions	No restrictions	No restrictions
In print media	No restrictions	No restrictions	No restrictions

On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	No restrictions	No restrictions	No restrictions

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restrictions	No restrictions	No restrictions

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Hungary

Population: 9.877.365

Share of young people (15-29 years): 18,0%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	Zero tolerance	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	No restrictions		Workplace:	Ban
Educational buildings:	Ban		Public transport	Partial restriction
Sport events:	Partial restriction			

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail	No	No	No

Off-licence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	Yes	Yes	Yes
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place
On radio	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place

On billboards	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place
In print media	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place
On internet	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place
On social media	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place
At point-of-sale	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Ireland

Population: 4.605.501

Share of young people aged 15-29: 18,2%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,2	0,2

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	Yes	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Voluntary/self-restricted
Educational buildings:	Partial restriction	Public transport	Partial restriction
Sport events:	Ban		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	Selling hours between 10.30 am and 10 pm on weekdays and between 12.30 am and 10 pm on Sundays	Selling hours between 10.30 am and 10 pm on weekdays and between 12.30 am and 10 pm on Sundays	Selling hours between 10.30 am and 10 pm on weekdays and between 12.30 am and 10 pm on Sundays
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	No link between alcohol consumption and social or sexual success No link between alcoholic beverages and health benefits Ban on alcohol advertising before and after children's programs	No link between alcohol consumption and social or sexual success No link between alcoholic beverages and health benefits Ban on alcohol advertising before and after children's programs	Ban
On radio	No link between alcohol consumption and social or sexual success No link between alcoholic beverages and health benefits Ban on alcohol advertising before and after children's programs	No link between alcohol consumption and social or sexual success No link between alcoholic beverages and health benefits Ban on alcohol advertising before and after children's programs	Ban
On billboards	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
In print media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On internet	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On social media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
At point-of-sale	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restriction	No restriction	No restriction

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Italy

Population: 60.782.668

Share of young people aged 15-29: 15,3%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Partial restriction
Educational buildings:	Partial restriction	Public transport	No restrictions
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place*	Partial	Partial	Partial
On density	No	No	No

Restrictions on selling alcohol in petrol stations along highways: Ban on the sale of spirits, ban on the sale of alcoholic beverages between 10 pm and 6 am

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban on advertising in children's programs	Ban on advertising in children's programs	Ban on advertising for spirits between 4 and

			7 pm; Ban on advertising in children's programs
On radio	Ban on advertising in children's programs	Ban on advertising in children's programs	Ban on advertising for spirits between 4 and 7 pm; Ban on advertising in children's programs
On billboards	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
In print media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On internet	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
On social media	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted
At point-of-sale	Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Latvia

Population: 2.001.468

Share of young people: 18,6%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	Yes	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	voluntary/self-restricted	Workplace:	Ban
Educational buildings:	Ban	Public transport	voluntary/self-restricted
Sport events:	voluntary/self-restricted		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-licence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	Yes	Yes	Yes
On Place	Yes	Yes	Yes
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	The promotion of alcoholic beverages contain information	The promotion of alcoholic beverages contain information	Ban

	that warns the public about the negative effects of alcohol consumption	that warns the public about the negative effects of alcohol consumption	
On radio	partial restriction time/place/ content	partial restriction time/place/ content	Ban
On billboards	partial restriction time/place/ content	partial restriction time/place/ content	partial restriction time/place/ content
In print media	partial restriction time/place/ content	partial restriction time/place/ content	partial restriction time/place/ content
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	partial restriction time/place/ content	partial restriction time/place/ content	partial restriction time/place/ content

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
partial restriction	partial restriction	partial restriction

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	Yes	No

Lithuania

Population: 2.943.472

Share of young people: 19,9%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,4	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Ban	Workplace:	Ban
Educational buildings:	Ban	Public transport	Partial restriction
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	Yes, selling from 8am to 10 pm	Yes, selling from 8am to 10 pm	Yes, selling from 8am to 10 pm
On Place	Yes	Yes	Yes
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Youth protection policy; Ban on alcohol advertising between	Youth protection policy; Ban on alcohol advertising between	Youth protection policy; Ban on alcohol advertising between

	6 am and 11 pm; No link between alcohol consumption and social or sexual success, sports	6 am and 11 pm; No link between alcohol consumption and social or sexual success, sports	6 am and 11 pm; No link between alcohol consumption and social or sexual success, sports
On radio	partial restriction time (6am-11pm)/place (broadcasters from Lithuania)	partial restriction time (6am-11pm)/place (broadcasters from Lithuania)	partial restriction time (6am-11pm)/place (broadcasters from Lithuania)
On billboards	No link between alcohol consumption and social or sexual success, sports. Also advertisement must include a warning of at least 20% of the total advertisement size	No link between alcohol consumption and social or sexual success, sports. Also advertisement must include a warning of at least 20% of the total advertisement size	Ban
In print media	partial restriction (commercial cannot be on the cover page)	partial restriction (commercial cannot be on the cover page)	partial restriction (commercial cannot be on the cover page)
On internet	No link between alcohol consumption and social or sexual success, sports	No link between alcohol consumption and social or sexual success, sports	No link between alcohol consumption and social or sexual success, sports
On social media	No link between alcohol consumption and social or sexual success, sports	No link between alcohol consumption and social or sexual success, sports	No link between alcohol consumption and social or sexual success, sports
At point-of-sale	No link between alcohol consumption and social or sexual success, sports	No link between alcohol consumption and social or sexual success, sports	No link between alcohol consumption and social or sexual success, sports

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restrictions	No restrictions	No restrictions

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	Yes	No

Luxembourg

Population: 549.680

Share of young people: 19,1%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,2	0,2

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	16	16
Wine	16	16
Spirits	16	16

Restriction on drinking in:

Parks and streets:	No restrictions	Workplace:	No restrictions
Educational buildings:	Ban	Public transport	No restrictions
Sport events:	No restrictions		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Youth protection measures No link between alcohol consumption and social or sexual	Youth protection measures No link between alcohol consumption and social or sexual	Youth protection measures No link between alcohol consumption and social or sexual

	success, improved physical performance, driving No link between alcoholic beverages and health benefits	success, improved physical performance, driving No link between alcoholic beverages and health benefits	success, improved physical performance, driving No link between alcoholic beverages and health benefits
On radio	No restrictions	No restrictions	No restrictions
On billboards	No restrictions	No restrictions	No restrictions
In print media	No restrictions	No restrictions	No restrictions
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	No restrictions	No restrictions	No restrictions

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restrictions	No restrictions	No restrictions

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	No	No

Malta

Population: 425.384

Share of young people (15-29 years): 20,2%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,8	0,8	0,8

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	17	17
Wine	17	17
Spirits	17	17

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Partial restriction
Educational buildings:	Partial restriction	Public transport	Ban
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	Yes	Yes	Yes
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place
On radio	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place

On billboards	No restrictions	No restrictions	No restrictions
In print media	No restrictions	No restrictions	No restrictions
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Ban	Ban	Ban

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	No	No

Netherlands

Population: 16.829.289

Share of young people (15-29 years): 18,4%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,2	0,5

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Voluntary/self-restricted
Educational buildings:	Partial restriction	Public transport	Partial restriction
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place*	Yes	Yes	Yes
On density	No	No	No

*Ban on the sale of alcoholic beverages in petrol stations (allowed only in grocery stores).

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban on alcohol advertising between	Ban on alcohol advertising between	Ban on alcohol advertising between

	6 am and 9 pm	6 am and 9 pm	6 am and 9 pm
On radio	Ban on alcohol advertising between 6 am and 9 pm	Ban on alcohol advertising between 6 am and 9 pm	Ban on alcohol advertising between 6 am and 9 pm
On billboards	No restrictions	No restrictions	No restrictions
In print media	No restrictions	No restrictions	No restrictions
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	No restrictions	No restrictions	No restrictions

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restriction	No restriction	No restriction

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	Yes

Poland

Population: 38.017.856

Share of young people (15-29 years): 20,2%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,2	0,2	0,2

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Ban	Workplace:	Ban
Educational buildings:	Ban	Public transport	Partial restriction
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	No	No	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	Yes	Yes	Yes
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Partial restriction time/place	Ban	Ban
On radio	Partial restriction time/place	Ban	Ban

On billboards	Partial restriction time/place	Ban	Ban
In print media	Partial restriction content	Partial restriction content	Partial restriction content
On internet	No restrictions	Ban	Ban
On social media	/	/	/
At point-of-sale	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Partial restriction	Partial restriction	Ban

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	Yes	No

Portugal

Population: 10.427.301

Share of young people (15-29 years): 16,3%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,2	0,2

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	16	16
Wine	16	16
Spirits	18	18

Restriction on drinking in:

Parks and streets:*	Partial restriction	Workplace:	Partial restriction
Educational buildings:	Partial restriction	Public transport	Partial restriction
Sport events:	Ban on sale		

*ban on consumption for children and adolescents under 16 years

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-licence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
On Hours	No	No	No
On Place*	Yes	Yes	Yes
On density	No	No	No

*Ban on the sale of alcoholic beverages near schools and restrictions on the sale of alcoholic beverages for petrol stations

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban on alcohol advertising between 7 am and 10.30 pm	Ban on alcohol advertising between 7 am and 10.30 pm	Ban on alcohol advertising between 7 am and 10.30 pm
On radio	Ban on alcohol advertising between 7 am and 10.30 pm	Ban on alcohol advertising between 7 am and 10.30 pm	Ban on alcohol advertising between 7 am and 10.30 pm
On billboards	No link between the consumption of alcohol and improved sports	No link between the consumption of alcohol and improved sports	No link between the consumption of alcohol and improved sports

	performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption
In print media	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption
On internet	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption
On social media	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption
At point-of-sale	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption	No link between the consumption of alcohol and improved sports performance, physical activity and vehicles driving No displaying, suggesting or stimulating excessive consumption

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Ban	Ban	Ban

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
Yes	Yes	No

Romania

Population: 19.947.311

Share of young people (15-29 years): 18,4%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	Zero tolerance	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	Yes	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:*	Ban	Workplace:	Ban
Educational buildings:	Ban	Public transport	Ban
Sport events:	Ban		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
On Hours	No	No	No
On Place	Yes	Yes	Yes
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Partial restriction content	Partial restriction content	Partial restriction time/place
On radio	Partial restriction content	Partial restriction content	Partial restriction time/place

On billboards	Partial restriction time/place	Partial restriction time/place	Ban
In print media	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	Partial restriction time/place	Partial restriction time/place	Ban

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restriction	No restriction	No restriction

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	Yes	Yes

Slovakia

Population: 5.415.949

Share of young people (15-29 years): 20,4%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	Zero tolerance	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Ban
Educational buildings:	Ban	Public transport	Ban
Sport events:	Voluntary/self-restricted		

	Beer	Wine	Spirits
Licence required for production	Yes	Yes	Yes
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
On Hours	No	No	No
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	No restrictions	Partial restriction time/place	Partial restriction time/place
On radio	No restrictions	Partial restriction time/place	Partial restriction time/place

On billboards	No restrictions	No restrictions	No restrictions
In print media	No restrictions	No restrictions	No restrictions
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	No restrictions	No restrictions	No restrictions

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restriction	No restriction	Ban

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Slovenia

Population: 2.061.085

Share of young people (15-29 years): 16,8%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	Zero tolerance	Zero tolerance

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Voluntary/self-restricted	Workplace:	Ban
Educational buildings:	Ban	Public transport	No restrictions
Sport events:	Ban		

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
On Hours	Yes, selling from 6 am until 9 pm	Yes, selling from 6 am until 9 pm	Yes, selling from 6 am until 9 pm
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban from 7am until 9.30 pm; Content	Ban from 7am until 9.30 pm; Content	Ban

	restrictions	restrictions	
On radio	Ban from 7am until 9.30 pm; Content restrictions	Ban from 7am until 9.30 pm; Content restrictions	Ban
On billboards	Partial restriction place/content	Partial restriction place/content	Ban
In print media	Partial restriction place/content	Partial restriction place/content	Ban
On internet	Partial restriction place/content	Partial restriction place/content	Ban
On social media	Partial restriction place/content	Partial restriction place/content	Ban
At point-of-sale	Partial restriction place/content	Partial restriction place/content	Ban

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restriction	No restriction	No restriction

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	Yes	No

Spain

Population: 46.512.199

Share of young people (15-29 years): 15,6%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,5	0,3	0,3

PRICING

Excise tax on	Beer	Wine	spirits
Yes	No	Yes	

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	18	18
Spirits	18	18

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Partial restriction
Educational buildings:	Ban	Public transport	No restrictions
Sport events:	Ban on sale		

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail	No	No	No

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
On Hours*	Yes	Yes	Yes
On Place	No	No	No
On density	No	No	No

*Ban on sale on specific event, such as football games.

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban from 6 am until 8.30 pm; Content restrictions	Ban from 6 am until 8.30 pm; Content restrictions	Ban

On radio	Ban from 6 am until 8.30 pm; Content restrictions	Ban from 6 am until 8.30 pm; Content restrictions	Ban
On billboards	Partial restriction content	Partial restriction content	Partial restriction content
In print media	Partial restriction content	Partial restriction content	Partial restriction content
On internet	No restrictions	No restrictions	No restrictions
On social media	No restrictions	No restrictions	No restrictions
At point-of-sale	Partial restriction content	Partial restriction content	Partial restriction content

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
No restriction	No restriction	No restriction

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc. on alcohol containers
No	No	No

Sweden

Population: 9.644.864

Share of young people (15-29 years): 19,1%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,2	0,2	0,2

PRICING

Excise tax on	Beer	Wine	spirits
Yes	Yes	Yes	

Minimum pricing policy	No*
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* Prices fixed by state monopoly

AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	18
Wine	20	18
Spirits	20	18

Restriction on drinking in:

Parks and streets:	Voluntary/self-restricted	Workplace:	Voluntary/self-restricted
Educational buildings:	Partial restriction		
Sport events:	Ban on sale of beer over 3.5% vol. Ban on serving alcoholic beverages	Public transport	Partial restriction

	Beer	Wine	Spirits
Licence required for production	No	No	No
Licence required for retail*	No	No	No

*In the general shops it is only possible to sell beer containing less than 3.5% vol. All other alcoholic beverages are sold by the alcohol monopoly.

Off-licence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	Mon - Sat	Mon - Sat	Mon - Sat
on Hours	No for beverages under 3,5% vol.; for other weekdays from 10 am to 6 pm, Saturdays from 10 am to 1 pm	weekdays from 10 am to 6 pm, Saturdays from 10 am to 1 pm	weekdays from 10 am to 6 pm, Saturdays from 10 am to 1 pm

On Place*	No	No	No
On density	Yes	Yes	Yes

* Alcoholic beverages with more than 3.5% can only be sold by the alcohol monopoly (no petrol stations or grocery shops).

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Ban	Ban	Ban
On radio	Ban	Ban	Ban
On billboards	Ban	Ban	Ban
In print media	No lifestyle advertising for alcoholic beverages under 15% vol; Advertising must contain information on the negative effects of alcohol	Ban on advertising for alcoholic beverages over 15% vol; No lifestyle advertising for alcoholic beverages under 15% vol; Advertising must contain information on the negative effects of alcohol	Ban
On internet	Partial restriction content	Partial restriction content	Ban
On social media	Partial restriction content	Partial restriction content	Ban
At point-of-sale	Partial restriction time/place	Partial restriction time/place	Partial restriction time/place

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	Yes	No

United Kingdom

Population: 64.308.261

Share of young people (15-29 years): 19,5%

DRINK DRIVING

	General population	Young/novice drivers	Professional drivers
Blood alcohol limits (in %o)	0,8	0,8	0,8

PRICING

Excise tax on	Beer	Wine	spirits
	Yes	Yes	Yes

Minimum pricing policy	No
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AVAILABILITY

Minimum legal age to buy	Off premise (in shops):	On premise (in bars, pubs, clubs etc.):
Beer	18	16*
Wine	18	16*
Spirits	18	18

* With a meal if accompanied by an adult who purchases the alcohol

Restriction on drinking in:

Parks and streets:	Partial restriction	Workplace:	Voluntary/self-restricted
Educational buildings:	No restriction	Public transport	Partial restriction
Sport events:	Partial restriction		

	Beer	Wine	Spirits
Licence required for production	No	Yes	Yes
Licence required for retail	Yes	Yes	Yes

Off-liscence sales restrictions (off premises)

	Beer	Wine	Spirits
On days	No	No	No
on Hours	No	No	No
On Place	No	No	No
On density	No	No	No

Marketing control

Restrictions:

	Beer	Wine	Spirits
On TV	Youth protection policy	Youth protection policy	Youth protection policy

On radio	Youth protection policy	Youth protection policy	Youth protection policy
On billboards	Partial restriction content	Partial restriction content	Partial restriction content
In print media	Partial restriction content	Partial restriction content	Partial restriction content
On internet	Partial restriction content	Partial restriction content	Partial restriction content
On social media	Partial restriction content	Partial restriction content	Partial restriction content
At point-of-sale*	Ban of irresponsible promotions (all you can drink) in the on-trade	Ban of irresponsible promotions (all you can drink) in the on-trade	Ban of irresponsible promotions (all you can drink) in the on-trade

* Ban on multi-buy discounts in Scotland

Sports sponsorship restrictions

From beer industry	From wine industry	From spirits industry
Voluntary/self-restricted	Voluntary/self-restricted	Voluntary/self-restricted

Labeling

Health warning labels on alcohol containers	Health warning labels on alcohol advertising	Consumer information about calories, additives, etc on alcohol containers
No	No	No

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