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Keith Pollard
Mandate Trade Union
9 Cavendish Row
O'Lehane House
Dublin 1.

26th March 2021

Re: New regulations around the Sale of Alcohol

Dear Mr. Pollard,

Further to your letter dated 25th of March 2021 requesting the Company provided the specific section, sub section etc of the piece of legislation relied upon by the Company. As stated in our letter on 4th January an update in Public Health (Alcohol) Act 2018 effective from the 11th of January 2021 placed a ban on retailers awarding loyalty card points or similar benefits on the purchase of an alcohol product and the use of loyalty card points or similar benefits to purchase an alcohol product. Therefore, effective from 11th January 2021 date all alcohol products will be exempt from loyalty points and colleague discounts, similar the regulation on tobacco.

The exemption of alcohol products from loyalty points and discount was a direct result of the S.I. No. 4/2020 - Public Health (Alcohol) Act 2018 (Sale and Supply of Alcohol Products) Regulations 2020.

Outlined below:

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.*

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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).

Should you require any further information in relation to this matter, please do not hesitate to contact me.

Yours sincerely

Heidi Fitzgerald

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Head of HR