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Thailand

Trade Policy Monitoring

New Alcohol Consumption Control Bill Passed

2008

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Report Highlights:

On December 21, 2007, the National Legislative Assembly (NLA) passed the Alcohol Consumption Bill. These changes are consistent with proposed changes reported in TH7036.

Includes PSD Changes: No
Includes Trade Matrix: No
Annual Report
Bangkok [TH1]
[TH]

The Alcohol Consumption Control Bill was ready to be published in Royal Gazette

On December 21, 2007, the National Legislative Assembly (NLA) passed the Alcohol Consumption Bill. A summary of major legal measures covered in the bill is as follow:

- Increases the drinking age from 18 to 20 years old.
- Imposes a zoning restriction on selling alcohol beverages and prohibits the sale of alcohol drink near temples, hospitals, schools, universities, petrol stations and government premises.
- Advertisements encouraging consumption of alcoholic beverages or promoting the quality of alcoholic beverages are prohibited. However, alcohol producers, importers or distributors can advertise the image of the product or promote social responsibility and can display product or company logos.
- The airtime restriction of the alcoholic beverage advertisement on TV remains the same from 5am-10pm.
- Prohibits pricing discounts and promotional activities which boost the sale of alcohol beverages such as using alcohol beverages as samples, beer events, etc.
- The permitted alcohol sales window remains from 11am-2pm and 5pm-12am .

According to the Ministry of Public Health, further restriction on advertising and new labeling requirements will be established under the Ministerial Rule, which is expected to be ready by February 2008. This Alcohol Consumption Bill will enter into effect after publication in Royal Gazette by the end of February.

End of the Report.