

Voluntary Report – Voluntary - Public Distribution

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Report Name: Updates to Alcoholic Beverage Legislation in Israel

Country: Israel

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Report Category: Beverages, Wine, Trade Policy Monitoring, Policy and Program Announcements

Prepared By: Hila Zakay

Approved By: Jenny Morgan

Report Highlights:

On February 2, 2025, the Government of Israel published the “Public Health Protection (Food) (Food that is an Alcoholic Food), 2025 Regulation.” Under this regulation, the Ministry of Economy’s authority over alcoholic beverages was transferred to the Ministry of Health. This new regulation detailed herein focuses on public health and safety, and establishes guidelines for the production, import, and sale of alcoholic beverages. Although the regulation addresses both local manufacturing and imports, this report focuses exclusively on the sections of the regulation that pertain to imports.

A. Disclaimer

This report was prepared by the Office of Agricultural Affairs/Tel Aviv office, for U.S. exporters of domestic food and agricultural products. While every possible care has been taken in the preparation of this report, the information provided may not be completely accurate either because policies have changed since its preparation, or because clear and consistent information about these policies was not available. It is highly recommended that U.S. exporters verify the full set of import requirements with their foreign customers, who are normally best equipped to research such matters with local authorities, before any goods are shipped. FINAL IMPORT APPROVAL OF ANY PRODUCTS IS SUBJECT TO THE IMPORTING COUNTRY'S RULES AND REGULATIONS AS INTERPRETED BY BORDER OFFICIALS AT THE TIME OF PRODUCT ENTRY.

B. Legislative Background and History

On February 2, 2025, the Government of Israel (GoI) enforced the “Public Health Protection (Food) (Food that is an Alcoholic Food), 2025 Regulation,” herein known as the “2025 Alcoholic Beverage Regulation.”¹ Prior to the 2025 Alcoholic Beverage Regulation, the importation and production of alcoholic beverages was under the Ministry of Economy.² However, the regulation shifted the authority to the Ministry of Health for a more comprehensive regulatory framework as Israel started to adopt more European Union standards.

The 2025 Alcoholic Beverage Regulation is part of the broader food reform and the legislation—“Tenth Amendment to the Protection of Public Health (Food) – 2015.” (See GAIN: Israel Adopts Additional European Union Standards for Agricultural Imports).³ Under this legislation, alcohol is referenced under “sensitive food”. For all intents and purposes, alcoholic beverages will be referred to as such, rather than the legislative term of “sensitive food”.

In addition to the 2025 Alcoholic Beverage Regulation, the production, import, export, and marketing of alcoholic beverages also adheres to the related legislation listed below:

- Public Health Protection (Food), 2015⁴
- Restriction of Advertising and Marketing of Alcoholic Beverages, 2012⁵
- Israel Standards (309 Ethyl Alcohol, 407 Beer, 1318 Wine, 1572 Alcoholic Beverages)⁶

C. Main Points of the 2025 Alcoholic Beverage Regulation

According to the 2025 Alcoholic Beverage Regulation, alcoholic beverages are classified into two categories:

1. Alcoholic Beverages: A carbonated or alcoholic beverage intended for human consumption that contains two percent or more alcohol by volume, as determined by sample testing.
2. A High-Quality and Unique Alcoholic Beverage:
 - a. Wine labeled with Protected Geographical Indications (PGI) or Protected Designation of Origin (PDO)

¹ https://www.nevo.co.il/law_html/law00/232811.htm (Hebrew Only)

² Ministry of Economic director instructions 2.5 - Import of alcoholic beverages, the Free Import Order - 2014, and the Standards Law-1953

³ https://apps.fas.usda.gov/newgainapi/api/Report/DownloadReportByFileName?fileName=Israel%20Adopts%20Additional%20European%20Union%20Standards%20for%20Agricultural%20Imports_Tel%20Aviv_Israel_IS2024-0020

⁴ https://www.nevo.co.il/law_html/law01/049_062.htm (Hebrew Only)

⁵ https://www.nevo.co.il/law_html/law00/117590.htm (Hebrew Only)

⁶ <https://www.sii.org.il/eng/>

- b. Alcoholic beverages aged for at least 12 years
- c. Whiskey imported in oak barrels with a barrel price of not less than 1,000 euros
- d. Alcoholic beverages with a purchase price of not less than 15 euros per 750 ml bottle

Import quantity is restricted according to beverage type and manufacturer documentation.⁷

Import Process:



1. Alcoholic Beverage Importer – An importer must be listed as a valid alcoholic beverage importer on the National Food Services (NFS) [website](#).⁸
2. Pre-Approval – Starting August 1, 2025, a valid warehouse is required for a registered importer. The direct or indirect importer (also known as a “parallel importer”) must submit documentation on the type of alcohol imported. The decision for the approval will be completed 21 days after the request, and the approval will be valid for 10 years. The importation of non-commercial samples does not require pre-approval or importer registration.⁹
3. Certificate of Compliance - The certificate of compliance will be issued according to laboratory testing and documentation on the type of importation (direct vs. indirect) within one business day, following the receipt of the online submission and compliance with all alcoholic beverage regulations.
 - A delay in approval may occur in the following cases: additional lab testing, a system shut down, and/or a revocation or suspension of prior approval.
4. Random Testing - In accordance with the 2025 Alcoholic Beverage Regulation, a shipment will be subject to random testing at the port, within the market, and the importer’s warehouse. Pre-approval documentation will also be validated. A retailer who accepts alcoholic beverages from an importer who is not a valid register importer will be fined.
5. Risk Management – As part of the process of transferring the responsibility of risk management to the importers, it is important that all documentation and records are in accordance with regulation guidelines and will be able to establish product traceability.

⁷ An importer cannot import a quantity exceeding 90 liters, and for high-quality and unique whisky imported in oak barrels – a quantity not exceeding 10 barrels with a total volume of 250 liters.

⁸ <https://fcs.health.gov.il/fcs>

⁹ Non-commercial samples must not exceed a total of 9 liters. (https://www.nevo.co.il/law_html/law00/232811.htm (clause 18 (3)(ג)) (Hebrew Only))

Additional Provisions

Transition Instructions for Pre-Approval and Certification - Importers with a valid approval from the Ministry of Economy given before the commencement date of the new 2025 Alcoholic Beverage Regulation (February 2, 2025) will be considered a “registered importer” under the NFS for a period of six months. Those with approval given before February 2, 2025, will remain valid until their end date. For laboratory tests which were done within five years before February 2, 2025, the tests will remain valid for up to 10 years after the date of their approval.

Determination of Shelf Life - A registered importer of alcoholic beverages may label the shelf life of an alcoholic beverage according to the manufacturer's declaration from the country of production, provided that they have a declaration from the manufacturer that the product's properties have been checked using standard tests and remain intact throughout the shelf life.

Additional explanation and detailed information (Hebrew only) can be found on NFS website on the [alcoholic beverage page](#).¹⁰

Attachments:

No Attachments.

¹⁰ <https://www.gov.il/he/pages/alcohol-imports>