

The Saeima has adopted and the President has proclaimed the following law:

Amendments to the Handling of Alcoholic Beverages Law

To make the following amendments to the Handling of Alcoholic Beverages Law (Latvijas Republikas Saeimas un Ministru Kabineta Ziņotājs, 2004, No 10, No 13; Latvijas Vēstnesis, 2010, No 59; 2011, No 6; 2013, No 129; 2015, No 49, No 240; 2016, No 241, No 251, 2017, No 128, 2018, No 204, 2019, No 212, 2020, No 241 A):

1. To supplement Section 5 with paragraphs ten, eleven and twelve as follows:

'(10) It is prohibited to offer alcoholic beverages free of charge, as a gift or as compensation for the purchase of another product or receipt of a service, at points of sale (including through distance contracts) and service establishments. The tasting of alcoholic beverages is permitted in alcoholic beverage retail locations (excluding gambling venues) and in alcoholic beverage production sites or producer's premises.

(11) The retail sale of alcoholic beverages for on-site consumption is prohibited in gambling venues at slot machines, card, dice, and roulette tables, or other gambling equipment.

(12) The consumption of alcoholic beverages is prohibited in gambling venues at slot machines, card, dice, and roulette tables, or other gambling equipment.'

2. In Section 6:

to word subparagraph 5 of paragraph one as follows:

'5) from Monday to Saturday until 10:00 and after 20:00, and on Sundays until 10:00 and after 18:00, except for retail locations where alcoholic beverages are sold only on tap and consumed on the premises, as well as duty-free shops',

to word paragraph 1³ as follows:

'(1³) The sale of beer, brewed beverages, intermediate products and other alcoholic beverages shall be prohibited in packaging units that:

1) exceed 0.5 litres if the absolute alcohol content of those alcoholic beverages exceeds 5.8 % by volume;

2) exceed 1 litre if the absolute alcohol content of those alcoholic beverages does not exceed 5.8 % by volume;

3) does not exceed 0.2 litres where the absolute alcohol content of those alcoholic beverages exceeds 22 % by volume.',

to add paragraph 2⁵ worded as follows:

'(2⁵) In retail locations, a prominently displayed sign must warn that the consumption of alcoholic beverages has negative health effects, alcoholic beverages cannot be sold to minors and minors may not purchase, consume or possess alcoholic beverages.',

to delete paragraph three.

3. In Section 6¹:

in paragraph five, seven, eight and eleven, to replace the words and figures 'from 22:00 to 08:00' with the words and figures 'from Monday to Saturday until 10:00 and after 20:00, and on Sundays until 10:00 and after 18:00.';

to word paragraph six as follows:

'(6) Alcoholic beverages purchased on a website or mobile application may be delivered (handed out) to the buyer not earlier than six hours from the time of ordering from any venue specified in the special permit (licence) for the retail sale of alcoholic beverages, subject to paragraphs seven and eight of this Section, through courier or other delivery service.';

4. to supplement Section 11 with paragraphs five, six and seven as follows:

'(5) Advertising of prices and discounts for alcoholic beverages is prohibited:

- 1) in the press;
- 2) In printed advertising materials and publications intended for consumers;
- 3) in cinemas;
- 4) in websites and online platforms (including online interfaces);
- 5) in postal services (including electronic mail);
- 6) in retail locations where alcoholic beverages are sold (including distance contracts on websites and mobile applications).

(6) The restrictions on advertising prices and discounts referred to in paragraph five of this Section do not apply to alcoholic beverage production sites and producer premises.

(7) In retail locations (including through distance contracts on websites and mobile applications), it is prohibited to conduct promotional activities for the sale of alcoholic beverages, including:

- 1) offering another alcoholic beverage, product, or service at a discount in conjunction with the purchase of an alcoholic beverage, or offering an alcoholic beverage at a discount in conjunction with another product or service;
- 2) offering multiple units of alcoholic beverages together (including in a single package) at a lower price, except when multiple units are offered in a single package, and the price per unit within the package is not lower than the price that would be payable for purchasing a single unit separately;
- 3) offering discounts on the purchase of alcoholic beverages within the framework of a consumer loyalty program.'

5. In Section 14:

in paragraph two, replace the words and figures 'from 22:00 to 08:00' with the words and figures: 'from Monday to Saturday until 10:00 and after 20:00 and on Sunday until 10:00 and after 18:00';

to add paragraph 2¹ to the Section worded as follows:

'(2¹) A fine shall be imposed for the delivery (handing out) of alcoholic beverages earlier than six hours from the time of ordering via a website or mobile application, amounting to up to fourteen penalty units for an employee of a legal entity — a courier or other delivery person — and from fourteen to two hundred eighty penalty units for a legal entity.';

to supplement the Section with paragraph nine as follows:

'(9) Failure to display a clearly visible warning notice about the negative effects of alcoholic beverages in a retail location shall result in a warning or a fine of up to forty penalty units for a natural person and up to seventy penalty units for a legal entity.

6. In Section 15:

in paragraph one, the words 'except for the violation referred to in paragraph three of Section 14' shall be replaced by the words 'with the exception of the violations referred to in paragraphs three and nine of Section 14';

in paragraph three, after the word 'second' add the figure '2¹;

to supplement the Section with paragraph six as follows:

'(6) The administrative procedure for the violation referred to in paragraph nine of Section 14 of this Law

shall be conducted by the Food and Veterinary Service.'

7. The transitional provisions shall be supplemented with subparagraphs 20, 21, 22, 23, 24, and 25 as follows:

'20. Amendments for supplementing Section 5 of this Law with paragraphs eleven and twelve regarding the restrictions on the handling of alcoholic beverages in gambling venues, the restating of Section 6¹ paragraph six, the supplementing of Section 11 with paragraphs five, six and seven, the supplementing of Section 14 with paragraph 2¹ and the amendment to Section 15 paragraph three of this Law on supplementing it after the word 'second' with the figure '2¹' shall enter into force on 1 August 2025.

21. The amendment regarding the new wording of Section 6, paragraph one, subparagraph 5, amendments to Section 6¹ and Section 14, paragraph two, replacing the words and figures 'from 22:00 to 08:00' with the words and figures 'from Monday to Saturday until 10:00 and after 20:00, on Sundays until 10:00 and after 18:00', shall enter into force on 1 August 2025.

22. Economic operators who have received a special permit (license) for the retail sale of alcoholic beverages or retail sale of beer before 31 July 2025, where the indicated operating hours exceed the restriction set in Section 6, paragraph one, subparagraph 5 of this Law (for premises, where the sale of alcoholic beverages for takeaway is allowed, except for duty-free shops, and the declared working hours include the period from Monday to Saturday until 10:00 and after 20:00, on Sundays until 10:00 and after 18:00), shall submit an application for the re-registration of the respective special permit (license) to the State Revenue Service by 31 December 2025. In this case, the economic operator is exempt from the state fee for re-registration of the special permit (license).

23. Section 6 paragraph 2⁵ of this Law on the placement of a prominent inscription warning of the negative effects of alcoholic beverages in retail outlets, as well as Section 14 paragraph 9 on the administrative liability for not displaying this warning inscription in retail outlets, the amendment of Section 15 paragraph 1 and Section 15 paragraph 6 on the competence of the Food and Veterinary Service in proceedings for the relevant administrative offences, shall enter into force on 1 August 2025.

24. By 31 October 2026, the Cabinet of Ministers shall assess the impact of the restrictions contained in this Law on the economy and their conformity with public interests and shall submit a report on the assessment to the Saeima, as well as, if necessary, submit amendments to the relevant regulatory enactments to the Saeima.'

25. Section 6 paragraph 1³ subparagraph 3 of this Law shall enter into force on 1 January 2028.'

The law was adopted by the Saeima on 9 January 2025.

President of the Republic of Latvia *E. Rinkēvičs*

Riga, 24 January 2025