

Amendments to the Handling of Alcoholic Beverages Law
(Reg. No 217/Lp14)

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

1. To supplement Article 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 Article 6:

to word subparagraph 5 of paragraph one as follows:

‘5) from Monday to Saturday until 10:00 a.m. and after 8:00 p.m., and on Sundays until 10:00 a.m. and after 6:00 p.m., 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 1.³ as follows:

‘(1³) The sale of beer, fermented beverages, intermediate products and other

alcoholic beverages shall be prohibited in units of packaging whose volume:

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

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

(3) not exceeds 0.2 litres where the absolute alcohol content of those alcoholic beverages exceeds 22 % by volume.’;

to add paragraph 2.⁵in the following wording:

‘(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 Article 6.¹:

To word paragraph six in the following wording:

“(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 Article, through courier or other delivery service.’;

in the fifth, seventh, eighth and eleventh paragraphs, replace the words and figures ‘from 10.00 p.m. to 8.00 a.m.’ with the words and figures ‘from Monday to Saturday until 10 a.m. and after 8.00 p.m., and on Sundays until 10.00 a.m. and after 6.00 p.m.’.

4. To supplement the Law with Article 7¹ worded as follows:

“Article 7¹. Additional labelling requirements for alcoholic beverages

(1) Alcoholic beverages shall be labelled in compliance with the laws and regulations concerning the provision of food information to consumers and the labelling of pre-packed food, as well as in accordance with directly applicable European Union laws on the handling of certain alcoholic beverages.

(2) Every unit of packaging (or the label attached thereto) for alcoholic beverages produced in Latvia, or imported from another European Union Member State or from a third country that is not a Member State of the European Union and intended for wholesale and retail sale in Latvia, shall be marked with a clearly visible and easily readable label that includes:

(1) Additional labelling for the alcoholic beverage: a nutritional declaration, which may be limited to the product's energy value and a list of ingredients. The full nutritional declaration and list of ingredients shall be provided on the label or made available by electronic means, provided that a clear and direct link to the location of the nutritional declaration and ingredients list is indicated on the packaging or attached label. Information on substances or products causing allergies or intolerances shall be directly indicated on the packaging or attached label;

(2) A warning pictogram — a graphic symbol and other visual elements (e.g., borderlines, background drawing, or colour) serving as a warning against the consumption of alcoholic beverages during pregnancy and while operating a vehicle, printed on the label of the alcoholic beverage packaging or affixed by a special sticker.

(3) On packaging of alcoholic beverages produced in small distilleries, only the warning pictogram shall be displayed.’

5. To supplement Article 11 with paragraphs five, six and seven as follows:

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

(1) in publications;

(2) printed advertising materials and publications intended for consumers;

<p>(3) cinemas;</p> <p>(4) websites and online platforms (including online interfaces);</p> <p>(5) postal services (including electronic mail);</p> <p>(6) retail locations where alcoholic beverages are sold (including distance contracts on websites and mobile applications).</p>
<p>(6) The restrictions on advertising prices and discounts referred to in paragraph five of this Article do not apply to alcoholic beverage production sites and producer premises.</p>
<p>(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:</p> <p>(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;</p> <p>(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;</p> <p>(3) offering discounts on the purchase of alcoholic beverages within the framework of a consumer loyalty program.’</p>
<p>6. In Article 14:</p> <p>in the second paragraph, replace the words and figures ‘from 10.00 p.m. to 8.00 a.m.’ with the words figures: ‘from Monday to Saturday until 10:00 a.m. and after 8.00 p.m. and on Sunday until 10:00 a.m. and after 6.00 p.m.’;</p> <p>To add paragraph 2.¹ worded as follows:</p> <p>‘(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</p>

entity — a courier or other delivery person — and from fourteen to two hundred eighty penalty units for a legal entity.’;

the following paragraphs nine and ten are added:

‘(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.

(10) Failure to comply with additional labelling requirements for alcoholic beverages shall result in a warning or a fine of up to one hundred penalty units for a natural person and up to three hundred penalty units for a legal entity.’

7. In Article 15:

in the first paragraph, the words ‘except for the violation referred to in the third paragraph of Article 14’ shall be replaced by the words ‘with the exception of the violations referred to in the third, ninth and tenth paragraphs of Article 14’;

in paragraph three, after the word ‘second’ add the figure ‘2.1’;

to supplement the Article with paragraph six as follows:

‘(6) The administrative procedure for violations referred to in paragraphs nine and ten of Article 14 of this Law shall be conducted by the Food and Veterinary Service.’

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

‘20. Article 6, paragraph 1³ subparagraph 3, Article 7.¹, Article 14 paragraph ten and the sixth paragraph of Article 15 regarding non-compliance with additional labelling requirements for alcoholic beverages shall enter into force on 1 January 2028. The products manufactured and labelled before the entry into force of Article 7.¹ may be distributed until the stock lasts.

21. The amendment regarding the new wording of Article 6, paragraph one, subparagraph 5, amendments to Article 6.¹ and Article 14, paragraph two, replacing the words and figures ‘from 10:00 p.m to 8:00 a.m’ with the words and figures ‘from Monday to Saturday until 10:00 a.m. and after 8:00 p.m., on Sundays until 10:00 a.m. and after 6:00 p.m.’, shall enter into force on June 1, 2025.

22. Economic operators who have received a special permit (license) for the retail sale of alcoholic beverages or retail sale of beer before June 1, 2025, where the indicated operating hours exceed the restriction set in Article 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 a.m. and after 8:00 p.m., on Sundays until 10:00 a.m. and after 6:00 p.m.), shall submit an application for the re-registration of the respective special permit (license) to the State Revenue Service by September 30, 2025. In this case, the economic operator is exempt from the state fee for re-registration of the special permit (license).

23. Amendments for supplementing Article 5 of this Law with paragraphs eleven and twelve regarding the restrictions on the handling of alcoholic beverages in gambling venues, the restating of Article 6.¹ paragraph six, the supplementing of Article 11 with paragraphs five, six and seven, the supplementing of Article 14 with paragraph 2.¹ and the amendment to Article 15 paragraph three of this Law on supplementing it after the word ‘second’ with the figure ‘2.¹’ shall enter into force on

1 June 2025.

24. Article 6, paragraph 2⁵ of this Law regarding the placement of a clearly visible notice warning about the negative effects of alcoholic beverages in retail locations, as well as Article 14, paragraph nine, regarding administrative liability for failure to place the said warning notice in retail locations, shall enter into force on June 1, 2025.

25. By June 1, 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.'