



FSS Seirbhís Náisiúnta Sláinte
Comhshaoil

Páirc Ghnó na Gaillimhe, An Daingean,
Gaillimh

HSE National Environmental Health
Service

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4th March 2025

Deputy Ruth Coppinger
Leinster House
Kildare Street
Dublin 2

Re: PQ Ref 5924/25 Public Health (Alcohol) Act 2018

Dear Deputy Coppinger

I refer to your recent Parliamentary Question below:

The Guinness 0.0 brand was advertised on the pitch at Lansdowne Road/Aviva Stadium during the Ireland v England Six nations match. A match that was broadcast during the day before the watershed. It is also a match that would be widely viewed by minors.

To ask the Minister for Health if she is concerned by the advertising of 0.0 versions of alcoholic drinks being advertised at major sporting events which is in breach of restrictions in Public Health (Alcohol) Act 2018 (details supplied); and if she will make a statement on the matter.

Response:

The HSE National Environmental Health Service enforces the Public Health (Alcohol) Act 2018 including Section 19 relating to the broadcast watershed which was commenced on 10th January 2025.

The HSE National Environmental Health Service is aware of alleged breaches of this provision during the recent Six Nations Rugby match between Ireland and England and is investigating the matter. However, in relation to zero alcohol products it is our view that these products fall outside the definition of an alcohol product.

I trust this answers your query.

Yours sincerely

Dr. Maurice Mulcahy
Regional Chief Environmental Health Officer