



## **Alcohol Bill attempts to take the fizz out of retail Legislation ignores the experiential development of retail**

Retail Excellence, Ireland's largest retail representative body, has today criticized steps taken by Government in the upcoming Public Health (Alcohol) Bill to ban the free consumption of alcohol on all premises to include retail outlets, hairdressers and beauty salons.

The Public Health (Alcohol) Bill which is a priority piece of legislation and will come before the Oireachtas this Autumn includes regulations which will ban the supply of alcohol where it is offered for free.

Speaking today, CEO of Retail Excellence David Fitzsimons said "The decision to tell people what they can and cannot do on their retail premises is a step too far and amounts to nanny-state intervention. By introducing regulations of this kind we are adversely impacting the industry as a whole and ignoring the experiential evolution of retail".

"The future of retail is not just putting products on a shelf. It is about creating experiences for staff and customers alike, ensuring retail premises are a place to congregate, where people enjoy themselves and develop a sense of community. Celebrations are not a daily, weekly or monthly occurrence but, under this ludicrous law, retailers will be prohibited from marking 30, 40 or 50 years in business by hosting a drinks reception to mark the anniversary of their store".

"I want to be clear, retailers are not advocating for people to be drunk on their premises. We are about creating an optional experience for shoppers in a secure, controlled environment with limitations applying. Government needs to acknowledge that as an industry we are able to do these things responsibly as adults. What is currently being proposed is a step too far".

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### **About Retail Excellence**

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,800 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.