

May 2026

Dear

ATISN 26957 – Alcohol, Tobacco, Gambling, Highly Processed Food

Thank you for your request to Welsh Government for information under the Freedom of Information Act (2000) received on 11 May 2026 relating to how the Welsh Government manages and mitigates commercial industries impact on health.

You are specifically looking at the alcohol, tobacco, gambling, highly processed food (or similar) and infant formula industries (including producers, distributors, retailers, trade bodies, and marketing organisations) and requested the following information:

Please provide information from the period 1 February 2021 to the present, on Welsh Government policies, strategies, frameworks, guidance, or formal statements that regulate or restrict the influence of commercial industries on health, specifically in relation to the alcohol, tobacco, gambling, highly processed food (e.g. foods high in fat, salt and sugar), and infant formula sectors.

This includes documents relating to the following policy areas (where applicable):

- 1. Advertising, promoting, marketing and sponsorship controls*
- 2. Product regulation, reformulation and standards*
- 3. Pricing regulation, taxation, and levies*
- 4. Licensing and trading agreements*
- 5. Planning and zoning powers*
- 6. Details of how the government manages interactions with these industries or their representatives, including rules for meetings, consultations, transparency, and avoidance or management of conflicts of interest.*

Our Response

Highly processed food (e.g. foods high in fat, salt and sugar) & Infant formula

The **Food (Promotion and Presentation) (Wales) Regulations 2025** (FPPW) introduce restrictions on both volume price-based promotions (e.g. multibuy offers) and the placement of HFSS products in prominent retail locations, including checkouts and online homepages. The FPPW Regulations define categories of foods subject to restrictions using the 2004 Nutrient Profiling Model. While the legislation does not directly mandate reformulation, it creates incentives for reformulation by restricting the promotion of products that exceed specified thresholds.

Welsh Government operated an industry guidance development group to assist with the development of guidance for The Food (Promotion and Presentation) (Wales) Regulations 2025. the Terms of Reference for the “The Food (Promotion and Presentation) (Wales) Regulations 2025 industry guidance development group” are enclosed.

All information is publicly available at the following:

- [The Food \(Promotion and Presentation\) \(Wales\) Regulations 2025](#)

- [Restricting the promotion of high fat, salt and sugar foods: implementation guidance \[HTML\] | GOV.WALES](#)
- [Proposals to make the food environment healthier | GOV.WALES](#)
- [The Food \(Promotion and Presentation\) \(Wales\) Regulations 2025: integrated impact assessment \[HTML\] | GOV.WALES](#)

The **Infant Formula and Follow-on Formula (Wales) Regulations 2020** set detailed requirements for product composition, labelling and information of infant and follow-on formula products. All information is publicly available at the following:

- [The Infant Formula and Follow-on Formula \(Wales\) Regulations 2020.](#)

In February 2025, the Competition and Markets Authority (CMA) published a report on the findings of their infant formula and follow-on formula market study. The purpose of this study was to investigate whether the UK infant formula market is competitive and delivering good outcomes for parents. It featured a set of recommendations for UK governments to consider, based on their findings, which aimed at:

- eliminating brand influence in healthcare settings
- providing better information for parents in retail settings
- strengthening labelling and advertising rules
- ensuring effective enforcement of regulations.

Information on the actions that governments across the UK have collectively committed to take in response to the CMA's recommendations can be found here:

- [Government response to the CMA infant formula market study - GOV.UK](#)

There are no specific regulations or policies, or other relevant information to note ref. points 5 and 6.

Tobacco, vapes and other nicotine products

The World Health Organisation's (WHO) Framework Convention on Tobacco Control (FCTC) was established in 2003. The FCTC remains a key consideration in development of new tobacco control policies and provides internationally recognised principles for the management of industry interaction, particularly Article 5.3, in order to protect public health policymaking from tobacco industry interests. This information is publicly available:

- [The WHO Framework Convention on Tobacco Control \(WHO FCTC\)](#)
- [WHO Framework Convention on Tobacco Control | Guidelines for implementation of Article 5.3](#)

The regulation of tobacco and vapes is largely governed by UK wide legislative frameworks. The **Tobacco and Vapes Act 2026** (T&V Act 2026) establishes a UK-wide regulatory framework for tobacco, nicotine and vapes products, including how these products are sold and marketed.

The T&V Act 2026 also introduces makes provision for regulations to be made about the retail packaging of these products, their appearance and characteristics (such as flavours). Implementation of the measures in the Act is underway and will include

guidance documents for consumers and retailers to support understanding of the measures and how to conform with the legal requirements (such as changes to the age of sale for tobacco products). These documents will be publicly available in due course.

On advertising requirements, there are long-standing restrictions on tobacco product advertising and sponsorship under the Tobacco Advertising and Promotion Act 2002. The T&V Act 2026 ends the advertising and promotion of vaping and nicotine products, herbal smoking products and cigarette papers. These measures will come into force across the UK from 1 June 2027. This information is publicly available:

- [Tobacco and Vapes Act 2026](#)
- [Ending the advertising and sponsorship of vaping and nicotine products from 1 June 2027 | GOV.UK](#)

In relation to smoke-free areas in Wales, Chapter 1 of Part 3 of the **Public Health (Wales) Act 2017** and the **Smoke-free Premises and Vehicles (Wales) Regulations 2020** came into force on **1 March 2021**. These regulations extended smoke-free requirements to more places and settings in Wales. This information is publicly available:

- [Public Health \(Wales\) Act 2017](#)
- [The Smoke-free Premises and Vehicles \(Wales\) Regulations 2020](#)
- [Smoke-free law: guidance on the changes from March 2021 | GOV.WALES](#)

The T&V Act 2026 contains powers to introduce additional smoke-free and new heated tobacco-free and vape-free places in Wales via regulation. There is currently no timescale for making use of these powers. The T&V Act 2026 also strengthens enforcement in relation to tobacco, vapes and nicotine products by enabling enforcement authorities in Wales to issue Fixed Penalty Notices for breaches of specific requirements like age of sale, proxy sale, free distribution, and display requirements in the Act.

The T&V Act also provides powers to introduce a licensing scheme for the retail sale of tobacco, herbal smoking products, cigarette papers, vapes and nicotine products in Wales. There is currently no timescale for making use of these powers.

Alcohol

Licensing and trading arrangements for alcohol are governed by UK wide legislative frameworks established prior to 1 February 2021. The licensing system regulates the sale and availability of alcohol products through conditions applied to premises and operators.

The **Public Health (Minimum Price for Alcohol) (Wales) Act 2018** enabled Welsh Ministers to make provision about the minimum price for which alcohol is to be supplied in Wales. All information in relation to published documents which include the guidance and documentation for retailers and the public, research documents published in January 2025, and Operation and Effect Report published in July 2025 are publicly available: [Minimum unit pricing for alcohol | GOV.WALES](#)

Minimum unit pricing will increase from 50p per unit to 65p per unit from 1 October 2026; relevant pages and documents will be updated to take account of this change. Information relating to the continuation and amendment regulations which were approved in the Senedd on 3 February 2026.

- Continuation regulations: <https://laiddocuments.senedd.wales/sub-ld17653-en.pdf>
- Amendment regulations: <https://laiddocuments.senedd.wales/sub-ld17651-en.pdf>
- Explanatory memorandum and regulatory impact assessment (one explanatory memorandum and RIA has been prepared for both sets of regulations as they are too closely linked to separate): <https://laiddocuments.senedd.wales/sub-ld17651-em-en.pdf>

As the legislation relating to alcohol is (aside from MUP) reserved, the management of industry interaction is undertaken by the UK Government. Further information should be sought from UK Government.

Gambling

Regulations for gambling are largely governed by UK wide legislative frameworks established prior to 1 February 2021 via the Gambling Act 2005: [Gambling Act 2005 | GOV.UK](#)

The statutory levy on gambling operators came into effect on 6 April 2025 and provides a source of sustainable funding for research, prevention, and the treatment of gambling-related harms – £120m has been raised across the UK in the first year of the levy. This information and guidance for the levy is publicly available:

- [Written Statement: Gambling support and treatment services in Wales \(25 February 2026\) | GOV.WALES](#)
- [Written Statement: Gambling levy to reduce gambling-related harms in Wales \(18 July 2025\) | GOV.WALES](#)
- [Statutory gambling levy - GOV.UK](#)
- [Written statements - Written questions, answers and statements - UK Parliament](#)

Welsh Government also operates the Wales Gambling Levy Strategic Board – the terms of reference are enclosed.

As the legislation relating to gambling is reserved, the management of industry interaction is undertaken by the UK Government. Further information should be sought from UK Government.

Next Steps

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit
Welsh Government

Cathays Park
Cardiff
CF10 3NQ
or Email: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:
Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely,