



Llywodraeth Cymru
Welsh Government

Minimum Pricing for Alcohol in Wales



Minimum Unit Pricing for Alcohol in Wales

From 1 October 2026 the minimum unit price is increasing to 65p per unit, it is an offence to sell and/or supply for less than this minimum unit price in Wales.

This law forms part of the Welsh Government's wider and continuing approach to reducing hazardous and harmful drinking in Wales.

Its purpose is to protect the health of drinkers who consume greater amounts of low-cost and high alcohol content products.

As a retailer, what you should do

The following four steps are advised in order to ensure retailers are not selling their alcohol products below the minimum price.

- 1** Calculate the applicable minimum price of an alcoholic product.
- 2** Establish policy as to what (if any) discounts can be applied in store and process to prevent those discounts from reducing the retail price below the minimum price.
- 3** Amend the price (if required) on central pricing systems to ensure that the correct price is associated with the barcode on the product.
- 4** Before any price changes are put in place, consider amending the price on:
 - ☐ price tags and / or pricing displays on shop shelves;
 - ☐ menus;
 - ☐ promotional posters, flyers and other materials;
 - ☐ websites.

It is essential that the price indicated to customers is clear and unambiguous and does not mislead consumers.

Calculating the applicable minimum price for alcohol

The Act includes a formula for how the applicable minimum price must be calculated.

This formula is made up of the minimum unit price (MUP), the percentage strength of the alcohol and its volume. This formula has been deliberately chosen so strong, cheap alcohol can be targeted because these drinks tend to be drunk by people who are more at risk of harm due to their drinking.

The minimum unit price for alcohol is 65p.

If an alcoholic drink is being sold at a price higher than its applicable minimum price, there will be no need for that price to change. If the product is currently being sold for less than the applicable minimum price, then that price will need to rise accordingly.

Under the Act, the applicable minimum price for alcohol sold and supplied in Wales must be calculated using the following formula: **65p (MUP) x Strength x Volume**.

How to calculate minimum price:

		65p	X Strength	X Volume	= Minimum price
Spirit		0.65	40.0%	1 Litre	£26.00
Multi pack 12 x 330ml bottle		0.65	5%	3.96L	£12.87
Wine		0.65	12.55	0.75L	£6.09
Lager / Beer / Cider		0.65	3.6 / 5.2%	0.568L	£1.36 / £1.92
		0.65	5.2%	0.44L	£1.49
Single shot Spirit		0.65	40.0%	0.025L	£0.65

Offences

Retailers selling or supplying alcohol below the minimum price will be breaking the law.



People can be issued with a Fixed Penalty Notice (FPN) or go to court and face more penalties.

The FPN amount will be £200 if payment is made within 29 days or £150 if payment is made within 15 days.

Implementation date

From the 1 October 2026 the current minimum unit price will change from 50p to 65p per unit.

Further information and guidance

For further information about minimum unit pricing please visit gov.wales or contact substance.misuse@gov.wales