



Sales of medium-strong beer

Before you sell medium-strong beer to consumers, you must notify the municipality.

This information leaflet summarises some of the things you need to consider. However, it is important that you familiarise yourself with all of the rules that apply to such business operations.

Definitions

- Medium-strong beer is any beer with between 2.25 and 3.5 per cent alcohol by volume (ABV).
- Retail means direct sales to consumers.

You must give notification of your sales

If you intend to conduct retail sales of medium-strong beer, you must first notify the municipality in which sales will take place.

Requirement for premises or other areas in buildings or means of transport

To conduct retail sales of medium-strong beer, your premises must be approved under regulations issued pursuant to the Food Act (SFS 2006:804). The premises must also be permanently intended for the sale of food and food must also be sold in the premises. The person who conducts retail sales of medium-strong beer must ensure order and sobriety at the point of sale.

You must have a self-monitoring programme

If you conduct retail sales of medium-strong beer, you must prepare a self-monitoring programme, which must ensure that your staff have adequate knowledge of the applicable regulations. The programme should include procedures if:

- they are uncertain whether the buyer or recipient is 18 years old or over;
- there is a risk that conflict may arise because, for example, they refuse to serve medium-strong beer; or
- someone who is noticeably under the influence wishes to buy medium-strong beer.

The legal age limit is 18

It is illegal to sell or supply medium-strong beer to anyone under the age of 18. Anyone selling or supplying medium-strong beer must be certain that the recipient is 18 years of age or over. If you suspect that a product may be passed on to someone under the age of 18, it must not be supplied.

Inspections and control purchases

The municipality and the Swedish Police Authority may conduct inspections to ensure that you are conducting sales in the correct manner. The municipality and the Swedish Police Authority have the right to the necessary information and documentation to exercise supervision. They also have the right to access all premises belonging to the company. The municipality also has the right to conduct control purchases to check that you and your staff are checking IDs to ensure that you follow the rules about age control.

Marketing

All marketing of alcohol must be moderate and focused on providing neutral and factual information about the product. Please visit the Swedish Consumer Agency's website for more information.

Important to comply with the regulations

If you fail to comply with regulations, the municipality may prohibit you from selling medium-strong beer. A prohibition can apply for 6 or 12 months. Anyone who sells or supplies medium-strong beer to someone under 18 years of age can also be fined or imprisoned.

Important things to keep in mind:

You need to notify the municipality before you start selling these products.

You must have a self-monitoring programme.

The premises used to conduct sales must be approved for food service pursuant to the Food Act.

The municipality and the Swedish Police Authority may conduct inspections.

The municipality may conduct control purchases.