

An Taoiseach, Micheál Martin, TD  
Department of the Taoiseach  
Government Buildings  
Merrion Street Upper  
Dublin 2

Dear Taoiseach,

I am writing to express my strong support for the introduction of mandatory health warning labels on alcohol products in Ireland, and to urge your government to fully implement the measures set out in the Public Health (Alcohol) Act 2018.

Alcohol is responsible for a significant and preventable burden of disease in Ireland and across Europe – contributing to over 200 health conditions including seven types of cancer, liver disease, cardiovascular disease, and mental health disorders. Despite these serious risks, the vast majority of people are unaware of alcohol's links to illnesses such as breast and bowel cancer, or the impact it can have on unborn children during pregnancy. Consumers have a right to this information, just as they do with tobacco.

Ireland's leadership in passing comprehensive labelling legislation has been widely welcomed by public health experts, civil society, and citizens across Europe. It is an example of principled policymaking in the public interest – consistent with Ireland's pioneering role in introducing smoke-free legislation, minimum unit pricing, and restrictions on alcohol marketing.

Arguments linking these regulations to international trade disruption are not supported by evidence. Labelling applies only to alcohol products sold within Ireland and does not affect exports. Industry claims to the contrary are part of a long-standing strategy to delay, dilute, or defeat public health measures. There has been no formal dispute at the WTO, allowing the policy to come into effect next year.

The case for alcohol labelling is clear. It is an essential, proportionate and evidence-based tool for protecting public health. Ireland has led with courage and clarity before – the public health community urges that it continues to do so.

Yours sincerely,



Dr Katherine Severi  
Chief Executive  
Institute of Alcohol Studies

**Advisory Council**

Chair: Dr Peter Rice; Vice-chair: Dr Janet Tollington; Chief executive: Dr Katherine Severi  
Crispin Action, Professor Jeff Collin, Dr Philip M Hadfield, Professor Gerard Hastings, Professor David Jernigan,  
Professor Petra Meier, Professor Jonathan Shepherd CBE, Dr Gillian W Shorter  
Secretary to the board: Paul Whitaker