As it is deemed appropriate to revise the Ministry of Public Health Notification on alcoholic beverages:

By virtue of Section 5 and Section 6 (3), (4), (5), and (10) under the Food Act B.E. 2522 (1979), having some provisions relating to the restriction of personal rights and freedoms, which are exempted, by virtue of law, by Sections 29, 33, 41, 43, and 45 under the Constitution of the Kingdom of Thailand, the Minister of Public Health hereby issues notification with the recommendation given by the Thailand Food and Drug as follows:


Clause 2 Alcoholic beverages shall be deemed as food that requires quality and standard.

Clause 3 “Alcoholic beverages” means alcoholic beverages under the law governing alcoholic beverages.

Clause 4 Alcoholic beverages must meet the quality or standard or requirements for alcoholic beverages in accordance with the Ministry of Finance Notification on management methods for alcoholic beverages.

Clause 5 The display of alcoholic beverage label shall be exempted from the provisions set out by the Ministry of Public Health Notification on labelling and shall follow the requirements provided in this notification.

Clause 6 The alcoholic beverage label shall display the following details:

(1) The text on the label under the Ministry of Finance Notification on management methods for alcoholic beverages or the Department of Excise Notification on the criteria and conditions on the application for permit and the issuance of permit to import alcoholic beverages into the Kingdom issued in accordance with the law governing alcoholic beverages.

(2) “Warning: Prohibition of the sale of alcoholic beverages to persons under 20;

: Drinking alcohol impairs a person’s motor ability;

: Persons under 20 should not drink.”

in Thai using solid-line font with a height of not less than 5 millimetres printed in a frame separate from any other content. The colour of this text and frame shall be contrast to the background colour of the label in order that it can be easily read.

The provision given in (2) shall not apply to alcoholic beverages imported as a sample or for non-commercial purpose. It shall not also apply to alcoholic beverages that are granted privileges under the obligation of Thailand as committed to the United Nations, in accordance with international laws, or according to the contract, foreign or diplomatic agreement, or alcoholic beverages that are made or imported for export.
Clause 7 For locally made or imported alcoholic beverages for which the labels are printed before this notification takes effect, if the labels do not comply with the requirements set above, such labels may be further used but not exceeding one hundred and eighty days after the date on which this notification comes into effect.

Clause 8 This notification shall become effective on the date following its publication in the Government Gazette.

Given on