

Alcoholic Beverage Control Act

B.E. 2551 (2008) and (Version 2) B.E. 2568 (2025)



Objectives








To establish measures to control alcoholic beverages and treat or rehabilitate alcohol drinkers to help reduce problems and impacts on society and the economy; to promote public health by raising awareness of the dangers of alcoholic beverages, and; to help prevent children and youth from easily accessing alcoholic beverages.



Current Situation

The Alcoholic Beverage Control Act B.E. 2551 (2008) was amended into the Alcoholic Beverage Control Act (Version 2) B.E. 2568 (2025), published in the Royal Gazette on 9 September 2025, and **came into effect from 8 November 2025 onwards.**

Existing and amended measures for alcoholic beverage control

-  Control of packaging, labels, and warning messages for manufactured or imported alcoholic beverages (Section 26 (1))
-  Places or areas where the sale or consumption of alcoholic beverages is prohibited (Sections 27 and 31)
-  Days or times when the sale of alcoholic beverages is prohibited (Section 28)
-  Persons to whom alcoholic beverages are prohibited from being sold (Section 29)
-  Methods or channels through which alcoholic beverages are prohibited from being sold (Section 30)
-  Prohibition of the consumption of alcoholic beverages in places of sale during prohibited sales hours (Section 32)
-  Prohibition of advertising of alcoholic beverages (Sections 32/1 to 32/5)



Control of packaging, labels, and warning messages for manufactured or imported alcoholic beverages

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

Alcoholic beverages produced or imported must have packaging, labels and warning messages in accordance with the criteria, methods and conditions announced by the Alcoholic Beverage Control Committee, with the **approval of the National Alcoholic Beverage Policy Committee** and published in the Government Gazette (Section 26 (1)).

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

Alcoholic beverages produced or imported must have packaging, labels and warning messages in accordance with the criteria, methods and conditions determined by the Alcoholic Beverage Control Committee and announced in the Government Gazette (Section 26 (1))

The clause "with the approval of the National Alcoholic Beverage Policy Committee" was removed

Penalty in Case of Violation

Violations punishable by no more than 1 year of imprisonment, or 100,000 THB in fines, or both (Section 38)

Warning

Currently, the criteria, methods and conditions regarding the packaging, labels and warning messages of alcoholic beverages produced or imported are in accordance with the announcement of the Alcoholic Beverage Control Committee as follows:

1) Announcement of the Alcoholic Beverage Control Committee

Re: The Format of Warning Messages with Alcoholic Beverage Symbols or Alcoholic Beverage Manufacturer Logos B.E. 2557 (2014)

2) Announcement of the Alcoholic Beverage Control Committee

Re: Criteria, Methods, and Conditions Regarding Alcoholic Beverage Labels B.E. 2558 (2015)

3) Announcement of the Alcoholic Beverage Control Committee






Re: Criteria, Methods, and Conditions Regarding Packaging and Warning Messages for Manufactured or Imported Alcoholic Beverages B.E. 2567 (2024)

2

Locations and areas where the consumption or sale of alcohol is prohibited

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

-  1) Temples or places for religious ceremonies, except for drinking as a part of a religious ritual
-  2) Government health facilities, hospitals, and pharmacies, except in areas designated as private residences
-  3) Dormitories: Sales are prohibited, but drinking is not prohibited.
-  4) Gas stations and shops in these areas.
-  5) Government parks designated for public recreation.

- 6) Government offices, but sales are permitted at shops or clubs, drinking permitted in areas designated as private residences, clubs, or traditional banquets.
- 7) Educational institutions, but may be consumed in areas designated as private residences, clubs, traditional banquets, or **at educational institutions teaching beverage mixing programs**
- 8) Other locations as **designated by the Prime Minister with the approval of the National Alcoholic Beverage Policy Committee**
(Sections 27 and 31).

- 6) Government offices, but sales are permitted at shops or clubs, drinking permitted in areas designated as private residences, clubs, or traditional banquets. **Sales and consumption are permitted at otherwise designated areas according to announcements of the Alcoholic Beverage Control Committee**
- 7) Educational institutions, but may be consumed in areas designated as private residences, clubs, traditional banquets, or **at certified educational institutions teaching beverage mixing programs**
- 8) Other locations as **designated by announcement of the National Alcoholic Beverage Policy Committee**
(Sections 27 and 31).

Currently, additional locations or areas where the sale or consumption of alcohol is prohibited include state enterprises or other government agencies, public facilities of state enterprises or other government agencies, factory premises, inside vehicles on public roads for both drivers and passengers, transport stations, at piers and on public boats, train stations or inside trains on railways, and areas surrounding educational institutions.

- **Announcements of the Office of the Prime Minister's Office Regarding Locations and Areas where the Sale or Consumption of Alcoholic Beverages is Prohibited**

Penalty in Case of Violation

Violations punishable by no more than 6 months of imprisonment, or 10,000 THB in fines, or both (Section 39 and Section 42)

3

Days or times when the sale of alcoholic beverages is prohibited

Alcoholic Beverage Control Act B.E. 2551 (2008)
Effective 14 February 2008

The date or time that **the Prime Minister, upon the recommendation of the National Alcoholic Beverage Policy Committee, announces.** The date and time may include any necessary conditions or exceptions. (Section 28, paragraph one)

Except in cases where a manufacturer, importer, or representative sells to a vendor licensed under the Excise Tax Act. (Section 28, paragraph two)

Alcoholic Beverage Control Act (Version 2) B.E. 2568 (2025)
Effective 8 November 2025

The date or time that **the National Alcoholic Beverage Policy Committee, announces.** The date and time may include any necessary conditions or exceptions. (Section 28, paragraph one)

Except in cases where a manufacturer, importer, or representative sells to a vendor licensed under the Excise Tax Act. (Section 28, paragraph two)



Prohibited Drinking Hours

It is prohibited to consume alcoholic beverages at or within the premises where alcoholic beverages are sold, or at or within premises that provide services for the consumption of alcoholic beverages at or within the premises where alcoholic beverages are sold for commercial purposes, during the period in which the sale of alcoholic beverages is prohibited under Section 28.

Except A person who has already commenced consuming an alcoholic beverage prior to the beginning of the prohibited sales period may continue to consume such alcoholic beverage for a continuous period not exceeding one hour from the commencement of the prohibited sales period.



Prohibited Sales Days

Currently, sales are prohibited on five important Buddhist religious holidays:

Makha Bucha Day, Visakha Bucha Day, Asalha Bucha Day, Buddhist Lent Beginning, and End of Buddhist Lent.

Except in the following cases:

- (1) Sales within airport premises providing services to passengers on international flights.
- (2) Sales within entertainment venues as prescribed under the law governing entertainment places.
- (3) Sales within business establishments that provide services in a manner similar to entertainment venues and that are located in designated areas or zones that constitute tourist attractions, as prescribed by a notification of the Minister of Public Health, upon the recommendation of the Minister of the Interior.
- (4) Sales within hotels in accordance with the law governing hotels.

3

Days or times when the sale of alcoholic beverages is prohibited

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

(5) Sales within venues hosting special events of national or international significance, where a large number of participants attend such events, as prescribed in a list of venues announced by the Minister of Public Health, upon the recommendation of the Minister of Tourism and Sports.

Provided that, in the cases under item (1) - (5), sellers of alcoholic beverages shall implement appropriate screening and necessary measures in order to maintain public order, ensure public safety, and restrict access to alcoholic beverages by children and youth.



Prohibited Sales Times

Alcoholic beverages may currently be sold during the following periods:

- (1) From 11:00 a.m. to 2:00 p.m.
- (2) From 2:00 p.m. to 5:00 p.m., for a temporary period of **180 days** from the date on which the relevant notification comes into force (**3 December B.E. 2568 (2025)**).
- (3) From 5:00 p.m. to 12:00 midnight.

The National Alcoholic Beverage Control Committee and the Bangkok Metropolitan Alcoholic Beverage Control Committee or the Provincial Alcoholic Beverage Control Committees, as the case may be, shall evaluate the impacts arising from the sale of alcoholic beverages during the period specified in item (2) and submit the results to the National Alcoholic Beverage Control Committee for consideration prior to the expiration of such period.

Except in the following cases:

- (1) Sales within buildings providing services to passengers at airports offering international flight services.
- (2) Sales within entertainment venues that are permitted to operate in accordance with the legally prescribed opening and closing hours under the law governing entertainment places.
- (3) Sales within hotels in accordance with the law governing hotels.

Penalty in Case of Violation

Violators are subject to imprisonment for up to 6 months or a fine of up to 10,000 baht, or both (Section 39).

Penalty in Case of Violation

Violating the **prohibited days or times for selling** is punishable by imprisonment for up to 6 months or a fine of up to 10,000 baht, or both (Section 39).

4

Persons to whom alcoholic beverages are prohibited from being sold

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

Sale to the following persons is prohibited:

- 1) A person under the age of 20 years.
- 2) A person who is intoxicated to the point of losing control of themselves.
(Section 29)

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

Sale to the following persons is prohibited:

- 1) A person under the age of 20 years.
- 2) A person who is intoxicated.
(Section 29, Paragraph 1)



The removal of the phrase “to the point of losing control of themselves” from the wording “a person who is intoxicated” is a significant change under the new law. This is because, in practice, officials or sellers are unable to clearly assess or establish proof as to the specific level at which a person can be deemed to have “lost control of themselves.”

Additional Measures for Vendors:

- 1) If there is any doubt about the age, the seller must ask to see the official identification card issued by the government to confirm the age of the buyer (Section 29, paragraph two (1)).
- 2) The seller must check for intoxication of the buyer according to the criteria and methods prescribed by the Director-General of the Department of Disease Control (Section 29, paragraph two (2)).

The introduction of additional measures requiring sellers to share responsibility in preventing sales to persons under Section 29 has the advantage of enhancing the effectiveness of the policy and reducing risky behaviors. This is achieved through the use of “legal incentives,” by granting sellers explicit authority and responsibility to verify the age of purchasers and to assess signs of intoxication.



Persons to whom alcoholic beverages are prohibited from being sold

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

Penalty in Case of Violation

Violators are subject to **imprisonment for a term not exceeding 1 year**, or a **fine not exceeding 20,000 baht**, or both (Section 40).

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

Penalty in Case of Violation

Civil measures have been added. If a seller sells to a prohibited person, and that person then causes damage directly related to the sale, the seller is considered to have committed a tort and must pay compensation (Section 29, paragraph 3).

Violation is punishable by **imprisonment for up to 1 year** or a **fine of up to 100,000 baht**, or both. However, if the seller has checked the age or intoxication of the buyer, they are not liable (Section 40).

5

Methods or channels through which alcoholic beverages are prohibited from being sold

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

It is prohibited to sell alcoholic beverages by the following methods or manners:

- 1) Automatic vending machines

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

It is prohibited to sell alcoholic beverages by the following methods or manners:

- 1) Automatic vending machines, **except when the machine can verify the buyer's identity, in accordance with the criteria, methods and conditions announced by the Alcoholic Beverage Control Committee.**

Although the law permits the use of automatic vending machines for the sale of alcoholic beverages where an identity verification system is in place, such permission remains a matter of concern. This is because existing technology cannot fully prevent access by minors, as children may use another person's identification card or circumvent the verification system. Moreover, vending machines lack human oversight comparable to that provided by shop staff, resulting in reduced screening and supervision. As a consequence, the increased convenience of access may unintentionally raise the likelihood of children and youth initiating alcohol consumption at an earlier age, thereby increasing the risks of accidents, violence, criminal behavior, and long-term adverse impacts on development. These risks warrant a high degree of caution in the implementation of such measures.

- 2) Selling by peddlers.
- 3) Reducing prices for promotional purposes.
- 4) Giving or offering the right to be an audience at a competition, performance, service, lottery, prize draw, or any other benefit in return to a buyer or person who brings a package or ticket for exchange or purchase.

5

Methods or channels through which alcoholic beverages are prohibited from being sold

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

- 5) Giving away, offering as a bonus, exchanging, or distributing as a sample or to encourage drinking, including setting conditions for sale that directly or indirectly force a purchase, such as a discount on bottled water if beer is also purchased
- 6) Any other method or manner as prescribed by the Prime Minister upon the recommendation of the National Alcoholic Beverage Policy Committee (Section 30).

Penalty in Case of Violation

- 1) Violating the prohibition on the use of vending machines is punishable by imprisonment for up to 1 year or a fine of up to **20,000 baht**, or both (Section 40).

Penalty in Case of Violation

- 1) Violating the prohibition on the use of vending machines is punishable by imprisonment for up to 1 year or a fine of up to **100,000 baht**, or both (Section 40/1).

- 2) Violating other prohibited methods or characteristics of sales is punishable by imprisonment for up to 6 months or a fine of up to 10,000 baht, or both (Section 41).



Prohibition of advertising of alcoholic beverages

**Alcoholic Beverage Control Act
B.E. 2551 (2008)**
Effective 14 February 2008

- 1) Advertising or displaying the name or trademark of alcoholic beverages in a way that boasts about their properties or directly or indirectly encourages others to drink is prohibited.
- 2) Such advertising is permitted only if it provides constructive information and knowledge from the manufacturer, provided it does not include images or packaging of the product, except for the symbol of the alcoholic beverage or the manufacturer's company, as specified in the ministerial regulations.
- 3) Advertising originating outside the Kingdom is not prohibited under this law.
(Section 32)

**Alcoholic Beverage Control Act
(Version 2) B.E. 2568 (2025)**
Effective 8 November 2025

- 1) **Advertising is prohibited**, except for providing information, knowledge, or public relations according to the criteria, methods, and conditions prescribed by the Minister upon the recommendation of the Alcoholic Beverage Control Committee (Section 32/1).
- 2) **Using reputation for personal gain or communicating to the public by displaying the name or trademark of an alcoholic beverage to encourage drinking is prohibited**, except for academic communication to a limited group of members according to the criteria prescribed by the Minister upon the recommendation of the Alcoholic Beverage Control Committee (Section 32/2).
- 3) **Subliminal advertising is prohibited**, which means advertising other products using the name or trademark of an alcoholic beverage as the name or trademark of the product, or modifying or altering the name or trademark of an alcoholic beverage to be part of the name or trademark of a product in a way that creates the impression that it is an advertisement for an alcoholic beverage (Section 32/3).
- 4) **Supporting social or public benefit activities that promote drinking is prohibited**, as prescribed by the Minister upon the recommendation of the Alcoholic Beverage Control Committee (Section 32/4).
- 5) Disseminating activities or information to publicize activities under item 4 is prohibited (Section 32/5).

All advertising originating within or outside the Kingdom is prohibited.



Prohibition of advertising of alcoholic beverages

Penalty in Case of Violation

Violators are subject to imprisonment for a term not exceeding one year or a fine not exceeding 50,000 baht, or both, and a daily fine not exceeding 50,000 baht may be imposed for as long as the violation continues or until compliance is achieved (Section 43).

Penalty in Case of Violation

- 1) Violating the prohibition against advertising or disguised advertising: For individuals, the penalty is imprisonment for up to 1 year or a fine of up to 100,000 baht, or both.
 - For producers, importers, or sellers, the penalty is imprisonment for up to 1 year or a fine of up to 500,000 baht, or both, and a daily fine of up to 50,000 baht for as long as the violation continues or until compliance is achieved (Section 43).
- 2) Violating the prohibition against using reputation for personal gain, conducting social or public benefit activities, or disseminating or publicizing such activities: For individuals, the penalty is imprisonment for up to 6 months or a fine of up to 100,000 baht, or both.
 - For producers, importers, or sellers, the penalty is imprisonment for up to 6 months or a fine of up to 500,000 baht, or both, and a daily fine of up to 50,000 baht for as long as the violation continues or until compliance is achieved (Section 43/1).

Currently, the Ministerial Regulation on the Criteria and Conditions for Displaying Symbols in Advertising or Publicizing Alcoholic Beverages, B.E. 2553 (2010), provides further details on this matter, such as specifying the display of alcoholic beverage or manufacturer's symbols for each type of media, **and the requirement to display warning messages at all times while such symbols are displayed.**



PRINCE OF SONGKLA UNIVERSITY HEALTH SYSTEMS RESEARCH INSTITUTE

Alcoholic Beverage Control Act

**B.E. 2551 (2008) and (Version 2)
B.E. 2568 (2025)**

Centre for Alcohol Studies (CAS)

Prince of Songkla University

Legal Reference:

Alcoholic Beverage Control Act, B.E. 2008
and Alcoholic Beverage Control Act (No. 2), B.E. 2025.
Royal Gazette of Thailand.

Translated by

Assoc. Prof. Dr. Wit Wichaidit

Department of Epidemiology,
Faculty of Medicine, Prince of Songkla University



083-5775533



<http://cas.or.th/>



facebook.com/cas.org.th/



youtube.com/@CAS_PSU/



x.com/CAS_PSU/



tiktok.com/@centreforalcoholstudies/