

22 April 2024

**Re: Price Display for Licensed Premises**

Dear

I am writing to you from the Competition and Consumer Protection Commission (CCPC) in relation to price displays in licensed premises.

The CCPC is the statutory body responsible for investigating, enforcing and encouraging compliance with competition and consumer protection law in Ireland.

Clear price displays are essential to allow consumers to compare prices and make informed decisions about their purchases. As you are aware, the Retail Price (Beverages in Licensed Premises) Display Order 1999 ('the Price Display Order')<sup>1</sup>, makes it mandatory for licensed premises to display **two price lists**:

1. A **comprehensive price list** of **all** drinks on sale at the premises. This should be on display within each drinking area on the premises.
2. A **16-item list** which details the prices of specified drinks – for ease of reference, please see full list enclosed. This list should be on display immediately outside or immediately inside each entrance to a licensed premises. If the display is not outside, it should at least be legible one step inside the premises.

The Price Display Order sets out how licensed premises must display prices. If there are different prices in different areas of the premises (e.g. different prices for drinks in the lounge and in the bar), separate notices with these details must be displayed prominently in each such area where drinks are sold. If different prices are charged at different times (e.g. before/after 11pm), the notices displayed must clearly indicate the relevant prices for the relevant times.

In addition to complying with the Price Display Order, the Consumer Protection Act 2007 ('the 2007 Act')<sup>2</sup> continues to apply to ensure that consumers are not subject to unfair commercial practices.

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<sup>1</sup> Price Display Order 1999 available on <https://www.irishstatutebook.ie/eli/1999/si/263/made/en/print>

<sup>2</sup> Consumer Protection Act 2007 available on <https://www.irishstatutebook.ie/eli/2007/act/19/enacted/en/print.html>

## **CCPC inspections**

To help ensure businesses are complying with consumer protection requirements, the CCPC regularly conducts inspections of premises across various sectors.

In 2023, the CCPC conducted inspections on a number of licensed premises and found several to be in breach of the 16-item list requirement. Other premises failed to display a full list of all drinks available on the premise, while a small number of premises displayed no price list at all. The licensed premises who failed to display their prices correctly received a fine.

As part of its remit, the CCPC will continue to carry out inspections of licensed premises, some of which may be among your members. If premises are found to be in breach of the Price Display Order, or engaging in unfair or misleading sales practices to influence consumers, enforcement action up to and including prosecution may follow.

Please also note that under the 2007 Act, the CCPC is empowered to publish a list of its consumer protection enforcement activities, including the details of traders concerned. For further information on the Consumer Protection List, please visit [ccpc.ie/CPL](https://www.cpc.ie/CPL).

We would ask that you circulate this letter to all your members to ensure they are aware of this information and reminded of their obligations under consumer protection law.

Thank you for your cooperation.

Kind regards,

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**Kevin Foley**  
**Director**  
Consumer Enforcement Division  
Competition and Consumer Protection Commission

### 16-item list

The list must display the price charged at the premises (or the applicable part of the premises) for the items below, if on sale in the premises:

- stout:
  - price per pint (568 ml) for at least one kind of draught stout
  - price per bottle (330 ml) for at least one kind of stout
- ale:
  - price per pint (568 ml) for at least one kind of draught ale
  - price per bottle (330 ml) for at least one kind of ale
- lager:
  - price per pint (568 ml) for at least one kind of draught lager
  - price per bottle (330 ml) for at least one kind of lager
- cider:
  - price per pint (568 ml) for at least one kind of draught cider
  - price per bottle (330 ml) for at least one kind of cider
- whiskey: price per 35.5 ml for at least one kind of whiskey
- vodka: price per 35.5 ml for at least one kind of vodka
- gin: price per 35.5 ml for at least one kind of gin
- carbonated beverage: price per bottle (200 ml) for at least one kind of carbonated beverage
- carbonated cola beverage: price per bottle (200 ml) for at least one kind of carbonated beverage having a cola base
- mixer: price per bottle (113 ml) for at least one kind of mixer
- water: price per bottle (250 ml) for at least one kind of bottled water
- wine: price per bottle (187 ml) for at least one kind of bottled wine

The notice must be at least A4 in size and be displayed in such a position as to be clearly visible and in a legible form. The letters displaying the above items shall be at least 4 millimetres in height and of proportionate width.