

## Prohibition on Online Sales of Alcoholic Beverages

On 8<sup>th</sup> September 2020, the Notification of the Office of the Prime Minister re: Prohibition on Sales of Alcoholic Beverages by Electronic Means or Manners B.E. 2563 (“**Notification**”) was published in the Government Gazette to prohibit against online sales of alcoholic beverages and related services effective from 7<sup>th</sup> December 2020.

Under this notification, any online sales of alcoholic beverages and provisions of services related to sales of alcoholic beverages via electronic means, and any inducing, offering to sell, selling, or providing related services through online marketing tools by electronic means directly to consumers without physical contact are prohibited.

However, this notification does not apply to sales and purchase with the electronic payment of alcoholic beverages at stores, restaurants, or any other places that sell alcoholic beverages offline.



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