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Ysgrifennydd y Cabinet dros Iechyd a Gofal Cymdeithasol
Cabinet Secretary for Health and Social Care



Llywodraeth Cymru
Welsh Government

Buffy Williams MS
Chair
Children, Young People and Education Committee

SeneddChildren@senedd.wales

1 July 2024

Dear Buffy

You will be aware that in summer 2022 the then Deputy Minister for Mental Health and Wellbeing consulted on proposals to improve the health of food environments in Wales: [Healthy food environment | GOV.WALES](#).

I am writing to inform you of the [consultation](#) I have published on the enforcement approach and the text of draft regulations for placement and price promotion restrictions in Wales, largely equivalent to [The Food \(Promotion and Placement\) \(England\) Regulations 2021](#) which I intend to lay before the Senedd before the end of 2024. The intention is for there to be a 12-month implementation period, which would allow industry the time to make the necessary changes before, subject to Senedd approval, the coming into force of the regulations towards the end of 2025. You may also wish to note the [Written Ministerial Statement](#) I have published to announce the launch of the consultation.

Following the Welsh Government's separate consultation in 2022 on a proposal to restrict the sale of energy drinks to under 16s, I am also taking this opportunity to undertake a call for evidence to further understand the impacts of energy drink consumption by children, including those for our wider society.

I look forward to hearing your views and working together on this important area.

I have also sent a letter to the Chair of the Health and Social Care Committee and the Chair of the Legislation, Justice and Constitution Committee.

Yours sincerely,

Eluned Morgan AS/MS
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Cabinet Secretary for Health and Social Care

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.