

Jeremy Miles AS/MS  
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

13 January 2025

Dear Buffy,

You will be aware that in Summer 2024, the then Cabinet Secretary for Health and Social Care, Eluned Morgan, published a consultation on the draft Regulations and proposed enforcement approach for the Food (Promotion and Placement) (Wales) Regulations 2025 (“the Regulations”). The Regulations will restrict the promotion and placement of high fat, salt and sugar foods within the retail sector, as well as free refills of sugar-sweetened beverages within the retail and out of home sectors. Responses to this consultation have now been analysed and a summary of responses has been published today: [Proposals to make the food environment healthier | GOV.WALES](#). Any changes to the policy emerging as a result of the consultation process will be reflected in the Regulations.

I am now writing to give you early notification of my intention to lay a draft of the Regulations before the Senedd in Spring 2025. Subject to Senedd approval, I intend to make the Regulations with a 12-month implementation window to allow industry time to make the necessary changes ahead of the Regulations coming into force in Spring 2026. My officials will continue to work closely with key stakeholders to provide comprehensive guidance to support them in implementing the Regulations.

I would also like to take the opportunity to update you on my assessment of the impact the United Kingdom Internal Market Act 2020 may have on the proposed Regulations. In my view, the prohibitions to be implemented by the Regulations are not envisaged to fall within the scope of the market access principles under the Act.

I am happy to engage with you and the Committee around these Regulations and would welcome your views on what engagement would be of use to you and other members to support your scrutiny work.

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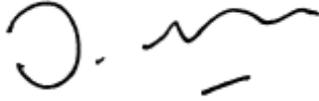
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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

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.

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,

A handwritten signature in black ink, consisting of a large 'J' followed by a series of wavy lines and a short horizontal stroke at the end.

**Jeremy Miles AS/MS**

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Cabinet Secretary for Health and Social Care