



Llywodraeth Cymru
Welsh Government

WRITTEN STATEMENT BY THE WELSH GOVERNMENT

TITLE	The Food (Promotion and Presentation) (Wales) Regulations 2025
DATE	11 February 2025
BY	Jeremy Miles MS, Cabinet Secretary for Health and Social Care

I have today laid a draft of The Food (Promotion and Presentation) (Wales) Regulations 2025, which will restrict the promotion of high fat, sugar and salt products by location and price in medium and large businesses, which sell food or drink in Wales.

Specifically, the location restrictions will prevent high fat, sugar and salt products being promoted in key locations such as shop entrances, aisle ends checkouts and their online equivalents such as website entry pages. Promotional restrictions will prohibit retailers from offering multi-buy and 'extra for the same price' promotions on such products. Free refills of sugary drinks will also be restricted.

These regulations are a crucial step in delivering the ambitions in our [Healthy Weight: Healthy Wales strategy](#). They will help shift the balance of promotions away from less healthy foods, helping to make healthier products more available, accessible and visible. In making improvements to our food environments, our overall aim is to make it easier for people to make healthier food and drink choices, which contribute to healthier lives, free from diet-related health problems.

We consulted on these regulations last year and have made some amendments in response to the feedback received. However, the regulations remain largely aligned with those in place in England.

We will continue to support businesses and local authorities to implement and enforce the requirements introduced by these regulations. We will publish comprehensive supporting guidance there will be a 12-month implementation period before the regulations come into force, subject to Senedd approval, next month.