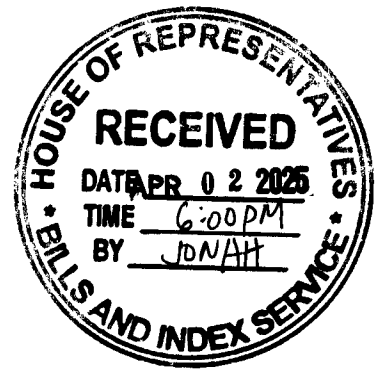


Republic of the Philippines  
**HOUSE OF REPRESENTATIVES**  
Batasan Hills, Quezon City

Nineteenth Congress  
**Third Regular Session**

House Bill No. **11492**



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**Introduced by Akbayan Representative Percival V. Cendaña**

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**AN ACT**  
**REGULATING THE SALE AND PACKAGING OF ALCOHOL PRODUCTS AND**  
**FOR OTHER PURPOSES**

**EXPLANATORY NOTE**

The proposed "*Alcohol Sale and Packaging Regulation Act of 2025*" seeks to address significant gaps in the regulation of alcohol sales and consumption in the Philippines, particularly concerning the protection of minors and public health. This bill builds upon existing laws, including Presidential Decree No. 1619, which penalizes the unauthorized sale of volatile substances to minors, yet does not comprehensively regulate the sale and packaging of alcoholic beverages. By closing this legal loophole, this Act aims to provide clearer enforcement mechanisms and stricter safeguards against underage drinking and alcohol-related harm.

The regulation of alcohol sales and packaging is a critical public health measure. Studies have shown that early exposure to alcohol increases the likelihood of addiction and long-term health complications. By enforcing responsible retail practices and enhancing consumer awareness through clear product labeling, this bill aims to mitigate the adverse effects of alcohol consumption while safeguarding the well-being of minors and other vulnerable populations.

This proposed legislation represents a whole-of-government approach to promoting responsible alcohol consumption, preventing illicit sales, and reinforcing existing regulations to create a safer and more informed society. The passage of this measure is an urgent and necessary step toward addressing the gaps in current laws and ensuring the protection of public health, particularly for the youth.

In view of the foregoing, the immediate passage of this bill is earnestly sought.

  
**Representative Percival V. Cendaña**  
AKBAYAN Partylist

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*Be it enacted by the Senate and House of Representatives of the Philippines in Congress assembled:*

1       **Section 1. Short Title.** – This Act shall be known as the “*Alcohol Sale and Packaging*  
2       *Regulation Act of 2025.*”

3       **Section 2. Declaration of Policy.** – It is the policy of the State to safeguard public  
4       health, promote responsible consumption of alcohol, and protect minors from the harmful  
5       effects of alcohol consumption. The State recognizes that unregulated access to alcohol  
6       contributes to various social and health issues, including underage drinking, alcohol  
7       dependence, and alcohol-related harm.

8       In line with these concerns, the State shall implement measures to regulate the sale and  
9       packaging of alcoholic products to ensure public safety and consumer awareness. Through  
10      clear labeling requirements, responsible retail practices, and effective enforcement  
11      mechanisms, this Act aims to mitigate the negative impacts of alcohol consumption while  
12      upholding the rights of responsible adult consumers.

13      Furthermore, the State shall adopt a whole-of-government approach to effectively  
14      implement this Act, in coordination with relevant agencies, to promote a culture of responsible  
15      alcohol consumption, prevent illicit sales, and safeguard the well-being of all Filipinos,  
16      particularly the youth and vulnerable sectors.

17      **Section 3. Definition of Terms.** – As used in this Act:

- 18           a. "Alcohol" - refers to alcoholic beverages classified into beer, wine, and distilled  
19           spirits, the consumption of which produces intoxication. For the purposes of this  
20           Act, alcohol shall be understood as alcoholic beverages or any other alcohol  
21           products.  
22           b. "Distributor" - refers to any person to whom alcoholic products are delivered or  
23           sold for purposes of distribution in commerce, except that such terms do not  
24           include a manufacturer, retailer, or common carrier of such products;  
25           c. "Minor" - refers to any person below eighteen (18) years old;

- d. "Manufacturer" - refers to any person entity, including a re-packer, who makes, fabricates, assembles, processes, or labels a finished product;
- e. "Package" - refers to packs, boxes, cartons, or containers of any kind in which any alcoholic product is offered for sale to consumers;
- f. "Persons" - refers to an individual, partnership, corporation, or any other business or legal entity;
- g. "Point-of-sale" - refers to any location at which an individual can purchase or otherwise obtain alcoholic products;
- h. "Retailer" - refers to any person or entity that sells alcoholic products to individuals for personal consumption;
- i. "Standard Drink" shall be defined as a measure of an alcoholic beverage that contains ten (10) grams of pure ethanol, regardless of the type of beverage consumed.
- j. "Warning" - refers to the notice printed on the alcoholic product or its container and/or displayed in print or alert in broadcast or electronic media including outdoor advertising and which shall bear information on the hazard of alcohol consumption.

**Section 4. Minimum Age Sales.** – Under this Act, it shall be unlawful:

- a. For any retailer to sell or distribute alcohol to any minor;
- b. For any person to purchase alcohol from a minor;
- c. For a minor to sell or buy alcohol;
- d. For any person to aid or abet a minor to sell or buy alcohol; and
- e. For a minor to drink or consume alcohol.

It shall not be a defense for the persons selling or distributing alcohol to minors that they are not aware of the real age of the minor. Neither shall it be a defense that they did not know nor had any reason to believe that the alcohol was for the consumption of the minor to whom it was sold. The sale to minors is presumed because of the age verification requirement mentioned in Sec. 10 hereof.

**Section 5. Sale of Alcoholic Products Within School Perimeters.** – The sale or distribution of alcohol is prohibited within two hundred (200) meters from any point of the perimeter of a school, educational facility, public playground, or other facility frequented particularly by minors.

**Section 6. Point-of-Sale Signage.** – Point-of-sale establishments offering, distributing, or selling alcohol to consumers, shall post the following statement in a clear and conspicuous manner: "SALE OF ALCOHOL TO PERSONS UNDER 18 YEARS OF AGE IS STRICTLY PROHIBITED" or any other statement of similar import.

**Section 7. Proof-of-Age Verification.** – Retailers shall ensure that no individual below eighteen (18) years of age is allowed to purchase alcohol. It shall be the responsibility of retailers to verify the age of buyers. For this purpose, the presentation of any valid government-issued identification card exhibiting the buyer's photograph and date of birth shall be required.

67           **Section 8. Mandatory Alcohol Labeling Requirements. –**

- 68           a. All alcoholic beverage containers sold in the Philippines shall include a label displaying  
69           the following information:
- 70               i. The total number of Standard Drinks contained in the product, calculated based  
71               on its ethanol content and volume;
  - 72               ii. A health warning states: "Excessive alcohol consumption is harmful to health.  
73               Drink responsibly." or anything of similar import;
  - 74               iii. A statement indicating that the sale and consumption of the product by persons  
75               below eighteen (18) years of age is prohibited.
  - 76               iv. The percentage of alcohol by volume (ABV).
- 77           b. The Department of Trade and Industry (DTI) and the Food and Drug Administration  
78           (FDA) shall issue regulations prescribing the format, size, and placement of such labels  
79           to ensure visibility and readability.

80           **Section 9. Implementing Agency. –** The Department of Health (DOH), in coordination  
81           with the Department of Trade and Industry (DTI) and the Food and Drug Administration  
82           (FDA), shall be responsible for implementing and enforcing the provisions of this Act.

83           **Section 10. Penalties. –**

- 84           a. Any manufacturer, importer, or distributor of alcoholic beverages who fails to comply  
85           with the labeling requirements under Section 8 of this Act shall be subject to an  
86           administrative fine of not less than Fifty Thousand Pesos (PHP 50,000) but not more  
87           than Five Hundred Thousand Pesos (PHP 500,000) per violation.
- 88           b. Any person or entity found violating Section 4 of this Act shall be subject to:
- 89               i. A fine of not less than Twenty Thousand Pesos (PHP 20,000) but not more than  
90               One Hundred Thousand Pesos (PHP 100,000) for the first offense;
  - 91               ii. A fine of not less than One Hundred Thousand Pesos (PHP 100,000) but not  
92               more than Five Hundred Thousand Pesos (PHP 500,000), and suspension of  
93               business license for a period of not more than six (6) months for the second  
94               offense;
  - 95               iii. Revocation of business license and a fine of not less than Five Hundred  
96               Thousand Pesos (PHP 500,000) for the third and subsequent offenses.

97           **Section 11. Appropriations. –** The amount necessary for the initial implementation of  
98           this Act shall be charged against the current appropriations of the implementing agencies.  
99           Thereafter, such sums as may be necessary for the continued implementation of this Act shall  
100          be included in the annual General Appropriations Act.

101          **Section 12. Implementing Rules and Regulations. –** Within ninety (90) days from the  
102          effectivity of this Act, the DOH, DTI, and FDA shall jointly promulgate the necessary rules  
103          and regulations for its effective implementation.

104          **Section 13. Separability Clause. –** If any provision or part of this Act is declared  
105          unconstitutional or invalid, the remaining provisions not affected shall continue to be in full  
106          force and effect.

107          **Section 14. Repealing Clause. –** All laws, decrees, executive orders, or regulations  
108          inconsistent with this Act are hereby repealed or modified accordingly.

109           **Section 15. *Effectivity.*** – This Act shall take effect fifteen (15) days after its publication  
110 in the Official Gazette or in a newspaper of general circulation.

Approved,