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Poland's presidency reviews curbs on alcohol advertising and nighttime sales

Officials said they are studying foreign models and consulting experts before deciding whether stricter rules fit Polish conditions

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Poland’s presidential office is reviewing proposals that would ban alcohol advertising and limit nighttime alcohol sales, a move that could tighten rules for the sale and promotion of beer, wine and spirits across the country if it is approved.

On Monday, November 23, Minister Leśkiewicz said in an interview on the morning program TOK FM that the Presidency is analyzing the possible measures before a decision is taken. According to information published by the Chancellery of the President, the review is focused on whether such restrictions have worked in other countries and how they could be adapted to Polish conditions.

The proposals are aimed at reducing harm linked to excessive drinking. The President’s office said the restrictions are being considered as part of a broader effort to protect public health and to reduce social and public safety problems associated with alcohol abuse, especially during late-night hours.

Leśkiewicz said consultations with experts and with the public would be an important part of deciding the scope and details of any ban or sales restriction. That suggests the Presidency is not treating the measures as automatic, but is weighing their likely effects before deciding whether to move forward.

The official comments indicate that two areas are under particular scrutiny. One is advertising, where a broader prohibition would change how alcohol producers and retailers reach consumers. The other is retail access at night, where limits on sales hours could affect convenience stores, supermarkets, gas stations and other outlets that sell alcoholic drinks after dark.

For the drinks industry, the stakes are significant. Any nationwide curb on alcohol advertising could alter marketing strategies for brewers, winemakers and spirits companies, while a restriction on nighttime sales could change sales patterns across a large consumer market. The impact would depend on how wide any ban is, which products are covered and whether exceptions are allowed.

The Presidency has presented the discussion as a policy review rather than a final decision. Its public comments place emphasis on evidence from abroad and on fitting any regulation to local realities in Poland, a sign that officials are trying to assess not only the public health case but also how the rules would work in practice.

The issue is politically sensitive because alcohol regulation touches several competing interests at once, including health policy, business activity, consumer access and public order. By framing the matter around expert consultation and comparative analysis, the President’s office is signaling that it wants a defensible basis for whatever decision comes next.

Leśkiewicz’s remarks also show that the debate in Poland is centered not only on consumption itself, but on the conditions that can encourage heavy drinking, including late-hour availability and commercial promotion. That places the current review within a wider European pattern in which governments have examined limits on alcohol marketing and access as tools to address addiction, violence and other alcohol-related harm.

No final ruling was announced in the comments released after the TOK FM appearance, but the Presidency made clear that the proposals remain active and are being examined before any signature decision is made. Until that decision is taken, alcohol producers, retailers and advertisers in Poland are likely to watch closely for signs of how far the restrictions could go.