

# Liquor sector estimates Liquor Amendment Bill will cause billions in lost revenue

Roleplayers in the alcohol industry expressed disappointment at the Department of Trade and Industry's failure to consider the potential loss of revenue as a result of the proposed amendments to the Liquor Act. The proposed Liquor Amendment Bill introduces several severe restrictions on the sale and advertising of alcohol.

The bill is currently in discussion at the National Economic Development and Labour Council, after which it will be submitted for consideration by cabinet and parliament. The Liquor Amendment Bill proposes to restrict alcohol advertising on radio and TV at the hours of 10pm and 6am as well as the outright ban of printed newspaper inserts/broadsheets and prohibits outdoor advertising (billboards) within 100m of road intersections.

The alcohol industry estimates that these restrictions will lead to a R2.38bn loss to the country's economy with the biggest loss estimated to be on television at R1.88bn with radio advertising at R160m and print at R260m.

For more, visit: <https://www.bizcommunity.com>