

PRESS RELEASE

Finnish Parliament Approves Landmark Reform of Cross-Border Alcohol Sales

Vantaa, Finland, 23 June 2026

The Finnish Parliament has approved a significant reform of Finland's alcohol legislation in its second reading on 23 June 2026.

The reform establishes a clearer legal framework for cross-border alcohol distance sales from European Union and European Economic Area countries to Finnish consumers.

The legislation is expected to enter into force on 4 July 2026 following presidential confirmation.

The reform is expected to increase competition, expand consumer choice and create new business opportunities for beverage producers, wholesalers, online retailers and logistics providers throughout Europe.

A Significant Change in the Finnish Alcohol Market

Finland has traditionally maintained one of Europe's more regulated alcohol markets, with a strong role for the state-owned retailer Alko and strict rules governing alcohol sales and distribution.

The legislative reform is expected to increase market accessibility for international operators while providing Finnish consumers with broader access to products available elsewhere in the European Union.

Industry Perspective

"Many European beverage businesses now have a clearer framework for serving Finnish consumers through compliant cross-border sales models.

We believe the reform will increase competition, improve consumer choice and create new business opportunities for producers, wholesalers, retailers and logistics providers across Europe."

Oxana Torres Contente

CEO

BlueBell Markets Ab Ltd / DrinkData

About DrinkData

DrinkData is an independent information platform focused on beverage markets, market transparency and cross-border commerce.

The company provides market information, educational content and consultation services for beverage industry participants operating within Europe.

For further information:

BlueBell Markets Ab Ltd / DrinkData

Email: info@drinkdata.eu

Website: www.drinkdata.eu