Sales and marketing restrictions on food, drinks and alcohol products have piled up over the years. Some are now beginning to worry about a “slippery slope” where tobacco-style regulations – and taxation – could be applied to a whole range of consumer products in the name of public health objectives.

It is not just Big Tobacco anymore. Public health must also contend with Big Food, Big Soda, and Big Alcohol. All of these industries fear regulation, and protect themselves by using the same tactics.

Dr. Margaret Chan, Director General WHO

Tobacco
- 1988: 1st European campaign
- 1994: Framework convention on tobacco control
- 2003: 65% health warnings
- 2010: First EU country to introduce plain packaging
- 2016: 20% advertising ban

Alcohol
- 1963: 1st European campaign
- 1975: EU advertising & sponsorship prohibited
- 2005: EU tobacco products directive (TPD)
- 2011: UK first EU country to introduce plain packaging
- 2014: EU alcohol strategy

Food & soft drinks
- 1962: 1st European campaign
- 1989: EU platform for action on diet, physical activity and health
- 2008: WHO global strategy to reduce harmful use of alcohol
- 2011: Belgium sugar tax on drinks
- 2012: Hungary special tax in foods with high fat / salt / sugar content
- 2014: Spain bans TV advertising, ABV 20%

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