# Sale of no- and low-alcohol products in 7-Eleven stores

Many no- and low-alcohol products (sometimes referred to as zero-alcohol products) are an extension of existing alcohol brand ranges. These products are becoming increasingly available in retail settings where alcohol is not allowed to be marketed or sold, such as convenience stores and supermarkets. This increases risks of child exposure to alcohol brand marketing and the normalisation of alcohol-like products in new retail settings.

7-Eleven have applied for an exemption under the Age Discrimination Act 2004 (Cth) to enable it to refuse the sale of ‘non-alcoholic, but alcohol-like’ products to children in 7-Eleven stores.

FARE was invited by the Australian Human Rights Commission to provide a submission in relation to this application.

FARE’s submission highlighted that:

* there is a lack of regulation of no- and low-alcohol products in Australia
* government action is required instead of a self-regulatory approach by companies
* no- and low-alcohol products should not be supplied to children
* no- and low-alcohol products should not be sold in general retail stores like 7-Eleven.

[view submission](https://fare.org.au/wp-content/uploads/FARE-AHRC-Submission-re-7_11-ADA-exemption-application.pdf)