



## PRESS RELEASE

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### Minimum Retail Prices for Cigarettes

Her Majesty's Government of Gibraltar has today published a Legal Notice to implement minimum prices for the retailing of cigarettes.

The legal notice gives effect to the measures the Chief Minister introduced in Parliament on Monday as amendments to the Tobacco Act 1997. They are in keeping with the policy objectives pursued by the Government since it was elected in 2011. They give effect to the policy of continued price increases in tobacco and of additional tools being provided to the law enforcement agencies for the control of the tobacco trade in Gibraltar.

These measures are reflected in the Memorandum of Understanding on Tobacco entered into in respect of the Withdrawal Agreement. The implementation of the new minimum pricing structure for the retailing of cigarettes comes ahead of the Withdrawal Agreement being accepted by the United Kingdom Parliament.

The Chief Minister of Her Majesty's Government of Gibraltar, the Hon Fabian Picardo QC MP, said: "The Government has voluntarily implemented these measures because they help us to pursue our own policy objectives and not because we are obligated to do so in any way. I have been saying for years now that whilst I am in office the price of cigarettes and tobacco generally will only go in one direction and that is up! Prices are on an upward escalator. I have already increased the price of cigarettes by 148% since I was elected. Indeed, the Government unilaterally considers this to be an important area of policy development that we must pursue, in assisting the legitimate market in tobacco, and in assisting our law enforcement agencies, particularly HM Customs, in the control of this commodity. Smoking causes health problems and controlling the retail price of cigarettes is an important part of how we dissuade people from taking up smoking and persuade others to stop smoking, to their personal benefit and to our collective benefit as providers of universal healthcare funded by the tax payer. I am very happy to see this measure now signed into law by the Collector of Customs, John Rodriguez, who has worked closely with the Financial Secretary and me in the calibration of these new rules and the pricing structure implemented as from the start of the new financial year on the 1st April."