

Iceland 2026

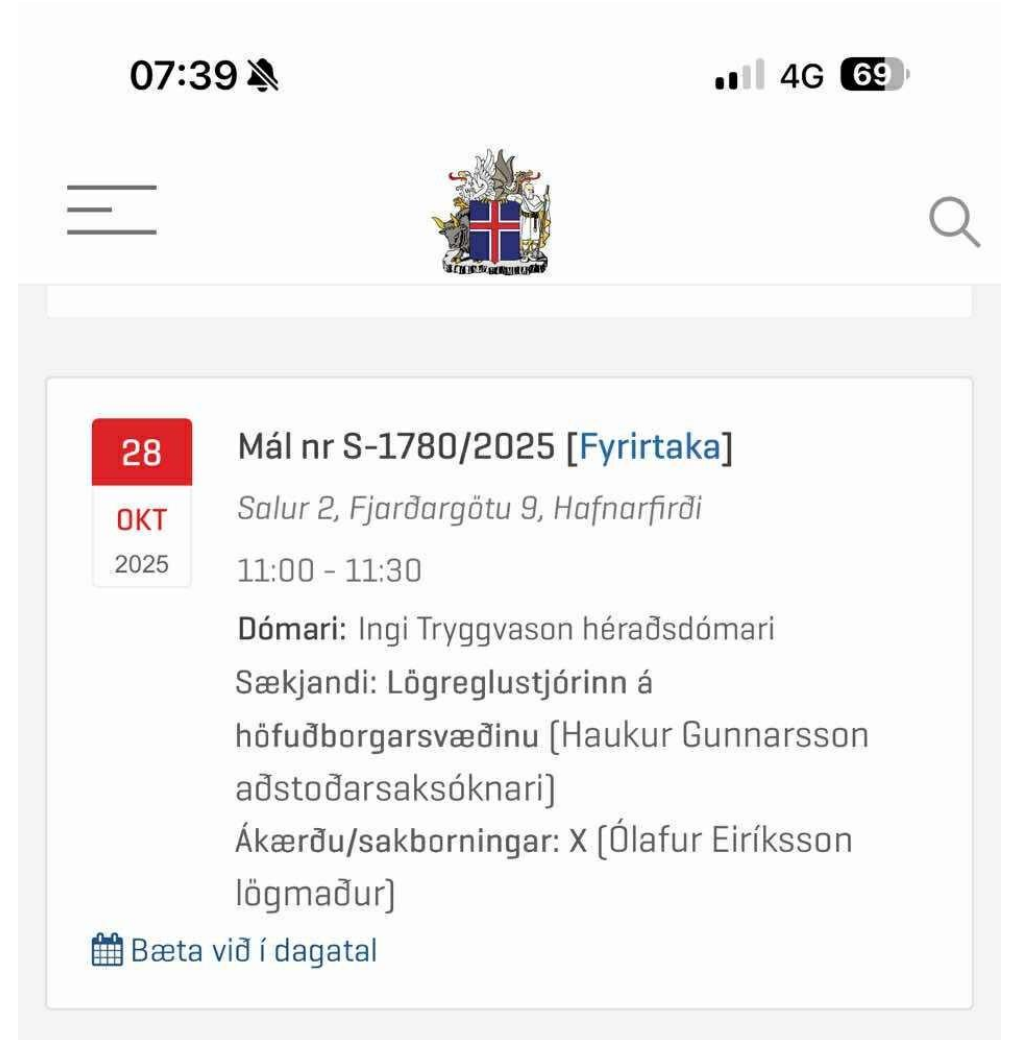
Role model?




Aðalsteinn Gunnarsson






Illegal selling of alcohol

- Around 30 shady companies are still selling alcohol **illegally** on internet breaking the law on monopoly, opening hours, age limits, holidays,
- **Hagkaup** is still selling alcohol **illegally** online, even online in shop 24 hours. This company is owned by stock market and my pension fund owns 7%.
- We have been pushing the Police, parliamentarians and government for long time.
- After 5 years the police finished investigation and published accusation. In oktober 2025 it went to the court. In 19. mars there was a hearing.
- 8th of april Judge ruled it was illegal to sell alcohol outside of ÁTVR (monopoly)




07:39   

28
OKT
2025

Mál nr S-1780/2025 [Fyrirtaka]
Salur 2, Fjarðargötu 9, Hafnarfirði
11:00 - 11:30
Dómari: Ingi Tryggvason héraðsdómari
Sækjandi: Lögreglustjórinn á
höfuðborgarsvæðinu (Haukur Gunnarsson
aðstoðarsaksóknari)
Ákærðu/sakborningar: X (Ólafur Eiríksson
lögmaður)

 Bæta við í dagatal

Alcohol is not ordinary commodity

- Esa got reported for breaking of EES rules from Icelandic group of mercendice
- Esa sent serious questions to government 13th of mars and asked for answers in april
- 21. april came answer from Icelandic government explaining no rules are broken by the government.
- The law on alcohol is very clear.
- All answers are in favor of the ground ideas og preventions in our law on alcohol.
- The spirit of our law on alcohol is reduce the use and harm of alcohol
- Upholding the public health and prospirity in Iceland

Icelandic Model demolished?

- Forvarnir eru ferskvara sem þarf að uppfæra stöðugt. Þetta hefur verið motto hjá okkur í áratugi og margoft höfum við náð eyrum yfirvalda sem flykkjast oftast með okkur í kringum ákveðin verkefni.
- Samstaða og samheldni um aldamótin var áberandi þáttur sem skipti sköðum. Allir voru með. We need to stick together.
- Það er ámælisvert/hættulegt/skemmdarverk/spilling að hafa ráðherra sem hleypur eftir iðnaðinum 3 dómsmálaráðherrar í röð beittu sér gegn lögum og þvinguðu breytingar/aðgerðarleysi
- Íþróttahreyfingin er undir hælnum á áfengisiðnaðinum. Reykjavíkurborg hefur heimilað sumum félögum leyfi og einstaka félög selja ólöglega sem ýtir undir notkun. Það munar um að missa stóra hluta samfélagsins okkar úr forvörnum í sprúttölu
- Planet Youth's congress in may, with 180 prevention specialists from 30 countries made direct paper to governments and politicians around the world emphasizing the need for strong prevention.

Farm sales – Romantic, not so much

- Always breaking the frame and pushing more alcohol out
- Argument from alcohol industry on freeing the alcohol market
- Breaking the rules of only selling for use on permis

Thank You

