

FROM A CASE OF SPIRITS TO A BOTTLE OF WINE

How Faroese drinking culture
changed
— and what may come next



RÚSDREKKASØLA
LANDSINS



A DIFFERENT FAROE ISLANDS



TAX CERTIFICATE

RATION CARD

POST OFFICE COLLECTION

You did not collect
a bottle.

**You collected
a CASE.**



WHEN THE CAR BECAME THE BAR

43

ROAD DEATHS ·
1980-84

47

1985-89

25

1990-94

6

2020-24

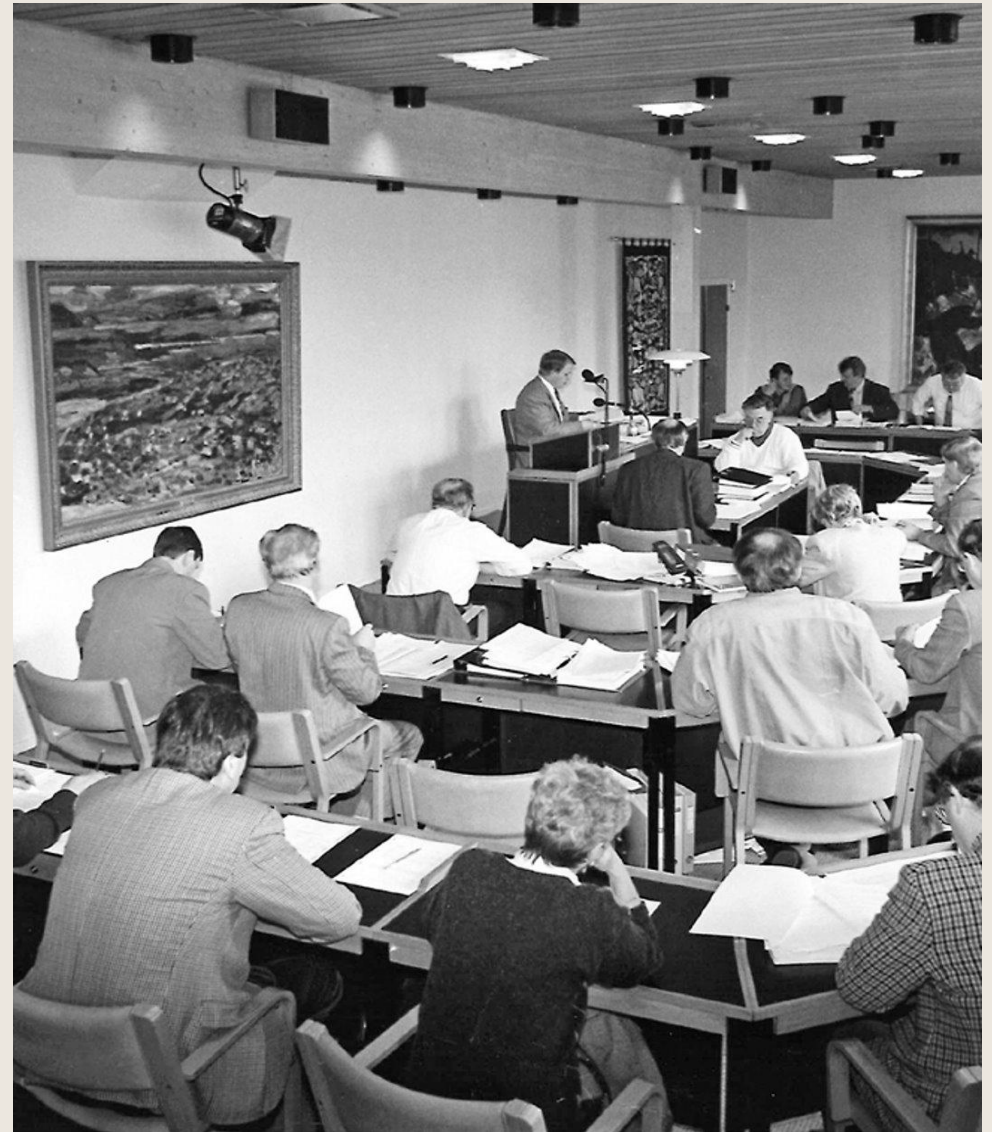
*"Gradually, the car stopped
being the bar."*

1992: THE LAW THAT CHANGED THE FRAMEWORK

The existing law dated back to 1928 and had been written for a very different society.

The country needed a legal and orderly system.

On 10 March 1992
the Faroese Parliament passed a new alcohol law.



1928

Ban



10 MAR 1992

New law



2 NOV 1992

First shop



TODAY

Regulated access



FOR THE FIRST TIME, PEOPLE COULD BUY ONE BOTTLE, INSTEAD OF AN ENTIRE CASE

EASIER ACCESS. STABLE CONSUMPTION.

6.2

1993 · litres of pure alcohol per resident 15+



6.4

2015 · litres of pure alcohol per resident 15+

**The dramatic increase
never happened.**

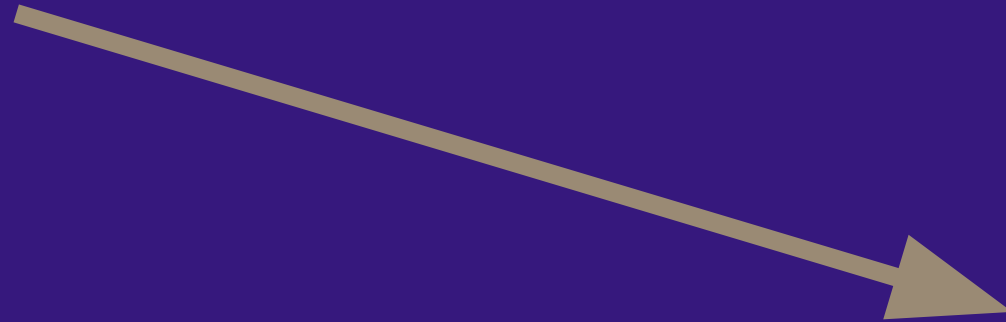
ACCESS CHANGED • OVERALL RECORDED CONSUMPTION CHANGED VERY LITTLE

WHAT CHANGES WAS WHAT PEOPLE DRANK

Average alcohol content of products sold

20%

1993



10.3%

2015

SPIRITS

↓ **3.9%**

POPULATION

↑ **11%+**

WINE

↑

BEER

↑

WE STILL DRINK. BUT WE DRINK DIFFERENTLY.

MEN DRANK AND WOMEN PAID THE PRICE



97%

voted against alcohol sales and serving

1855

1907

1908



DRINK LESS • CHOOSE WEAKER • INCLUDE ALCOHOL-FREE

01

SERVICE

Good guidance

02

SELECTION

A considered range

03

AGE CONTROL

Responsible sales

04

INFORMATION

Clear choices

05

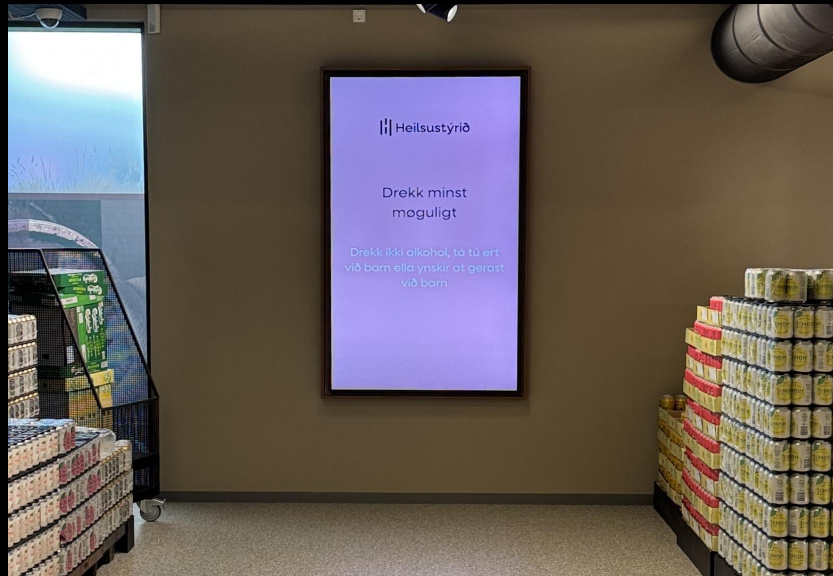
RESPONSIBILITY

Lower harm

06

MONITORING

One data system



GOOD SERVICE WITHOUT ENCOURAGING HIGHER CONSUMPTION

How many crates can we fit in the boot?

Which wine goes with the food?

Would you like that kind of wine, with or without alcohol?



RÚSDREKKASÖLA
LANDSINS

DYGD OG ÁBYRGD/QUALITY AND RESPONSIBILITY