

# Counterfeit alcohol (December 2025)

## Newsletter copy (for newsletters/websites)

Food Standards Scotland is reminding businesses and consumers to be on the lookout for [counterfeit alcohol](#), which can have serious effects on the health of anyone who drinks it.

Counterfeit alcohol is illegally produced alcohol that is often packaged to look like legitimate, well-known brands. It frequently contains toxic chemicals that pose severe health risks if consumed.

The content, strength and quality of counterfeit alcohol can have serious adverse health effects. Typically, the smell and taste may differ from a genuine product.

If you are suspicious about alcohol you have bought or been offered, contact the Scottish Food Crime and Incidents Unit. This can be done for free and 100% anonymously, in partnership with the charity Crimestoppers, either [online](#) or by calling the Scottish Food Crime Hotline [0800 028 7926](tel:0800 028 7926).

As well as harming the physical health of your customers and damaging your business reputation, you risk losing your licence to sell alcohol and potential prosecution if you are found to have sold counterfeit alcohol.

## Social media copy (directed at businesses)

Selling counterfeit alcohol can have serious health implications for your customers and your business. Food Standards Scotland has advice on how to spot it and how to report it: <https://bit.ly/48QoRjs>



Producing or selling counterfeit alcohol can have serious consequences for your customers and your business. Don't take the risk and contact Food Standards Scotland if you have any concerns: <https://bit.ly/48QoRjs>



Illegally produced alcohol is never safe to drink. If you think you've been offered or have bought it, contact the Scottish Food Crime Hotline on freephone 0800 028 7926 or complete the simple online form. 100% anonymously, always:  
<https://bit.ly/4iCH4Ex>



### Social media copy (directed at consumers)

Counterfeit alcohol, which is produced illegally, can have serious consequences for your health. Food Standards Scotland has advice on how to spot it:  
<https://bit.ly/48t0TLb>



Keep you, your friends, and family safe by knowing how to spot counterfeit alcohol which could seriously damage your health. <https://bit.ly/48t0TLb>



If you've been offered or think you've bought counterfeit alcohol, contact the Scottish Food Crime Hotline on freephone 0800 028 7926 or complete the simple online form. 100% anonymously, always: <https://bit.ly/4iCH4Ex>

**REPORT COUNTERFEIT  
ALCOHOL**

Contact the Scottish  
Food Crime Hotline on  
0800 028 7926 to  
report it 100%  
anonymously and for  
free.



**Food Standards  
Scotland**

Working in partnership with  
**CrimeStoppers.**