Beer will no longer be available to fans around stadiums at the World Cup after Fifa was forced into an embarrassing U-turn by Qatar's ultra-conservative rulers.

Just two days before Qatar faces Ecuador in the opening match of the tournament, the country changed its mind about allowing supporters arriving at venues to buy alcohol from stalls outside.

Senior figures confirmed that Fifa had come under pressure from Qatar to announce that sales will no longer take place. As it stands, no immediate complaints have been raised about alcohol sales in fan zones.

Potential contractual changes to policy could be hugely costly for Fifa. Budweiser spends a report $75 million to partner with the World Cup every four years. On Friday morning the brewer responded to the news on Twitter.

A statement from Fifa confirmed the change of policy on alcohol sales.

"Following discussions between host country authorities and Fifa, a decision has been made to focus the sale of alcoholic beverages on the Fifa Fan Festival, other fan destinations and licensed venues, removing sales points of beer from Qatar's Fifa World Cup 2022 stadium perimeters," the world governing body said.

"There is no impact to the sale of Bud Zero which will remain available at all Qatar's World Cup stadiums.

"Host country authorities and Fifa will continue to ensure that the stadiums and surrounding areas provide an enjoyable, respectful and pleasant experience for all fans. The tournament organizer's appreciate AB InBev's understanding and continuous support to our joint commitment to cater for everyone during the Fifa World Cup Qatar 2022."

Qatar is a dry nation with alcohol normally available only in certain hotels. It appears that concern has been raised at very high levels of the country's leadership.

Hospitality boxes costing around £19,000 are the now the only place within stadiums where alcohol will be served.

Budweiser is one of Fifa's biggest sponsors but had already been told to relocate stalls selling its product at stadiums to less prominent locations.

Bud owner AB InBev has also been contacted for comment.

The furore adds to concerns about whether Qatar is ready for the World Cup, with many water fountains at airports, metros and stadium still switched off.

Road workers are also racing to repair potholes and fans have expressed dismay about £12 beer prices within the main fan zone.

In response to an earlier request to move its outlets, AB InBev told Sky News: “AB InBev was informed on November 12 and are working with Fifa to relocate the concession outlets to locations as directed.

“We are working with Fifa to bring the best possible experience to the fans. Our focus is on delivering the best possible consumer experience under the new circumstances.”

Elsewhere, it has been confirmed that Fifa is selling hospitality packages to attend its “fan festival” in Qatar – and stay out of the blazing sunshine – for as much as £960 per day.

Gerdine Lindhout, Fifa’s head of experiential marketing and promotion, said of the fan festival: “This is the best place to be when you are not in the stadium. It will be a multidimensional, festival-like experience. It’s not just about football, it’s about gaming, lifestyle and amazing food. We have decided to go huge in Doha.”

On the question of heat she added: “It is definitely hot but there are enough areas where there is a shadow and we have enough refreshing beverages so I do not see a problem there. People have to use their logical minds – and dress for the occasion. Wear your shorts, wear something light and enjoy some refreshing beverages.”