Labelling Requirements for Pre-packaged Foods
Thanks to

BCIC

UK Solutions
Food Label and its Importance

A product label is the only way of communicating with each and every consumer.

Certain information are mandatory on food label as per the regulatory requirement of the country.

The food label should be accurate.

The label should give factual information.

Misinformation on labels can attract penalty from regulatory bodies.

Correct label fixation is responsibility of every food business operator.

Wrong label can be one of the reasons for recalling the product if it impose safety risk to consumer – undeclared like allergens.
Labelling - you must know

IMPORTANT INFORMATION TO THE PARTICIPANTS:
This presentation is summary from the main text of FSSR 2011 and only meant for general awareness. For legal and regulatory compliance Refer Food safety and Standard (Packaging and labelling) Regulations 2011 and various advisories on the subject released from FSSAI from time to time and updated on www.fssai.gov.in
Labelling – 2.2.1 General Requirements
(As per Food Safety and Standards
(Packaging and Labelling) Regulations 2011)

1. Every prepackaged food shall carry a label containing information as required here under unless otherwise provided, namely,—

2. The particulars of declaration required under these Regulations to be specified on the label shall be in English or Hindi in Devnagari script: Provided that nothing herein contained shall prevent the use of any other language in addition to the language required under this regulation.

3. Pre-packaged food shall not be described or presented on any label or in any labelling manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character in any respect;

4. Label in pre-packaged foods shall be applied in such a manner that they will not become separated from the container;
Labelling – General Requirements

5. Contents on the label shall be clear, prominent, indelible and readily legible by the consumer under normal conditions of purchase and use;

6. Where the container is covered by a wrapper, the wrapper shall carry the necessary information or the label on the container shall be readily legible through the outer wrapper and not obscured by it;

7. License number - for the existing products of a unit this provision will come into effect six months after the date of issue of license under these regulations (as per draft regulations no. F.No 4/15015/30/20117 dated 29th Dec 2011)

*They shall come into force on the date of their final publication in the Official Gazette.
Labelling of Pre-packaged Foods

In addition to the General Labelling requirements specified in 2.2.1 of FSSR (P &L) 2011 above, every package of food shall carry the following information on the label, namely

- **1. The Name of Food**: The name of the food shall include trade name or description of food contained in the package.

- **2. List of Ingredients**: **Except for single ingredient foods**, a list of ingredients shall be declared on the label in the following manner:—
  
  - (a) *The list of ingredients shall contain an appropriate title, such as the term “Ingredients”*;
  
  - (b) *The name of Ingredients used in the product shall be listed in descending order of their composition* by weight or volume, as the case may be, at the time of its manufacture;
  
  - (c) A specific name shall be used for ingredients in the list of Ingredients; **Provided that for Ingredients falling in the respective classes, the following class titles may be used, namely:**—
<table>
<thead>
<tr>
<th>Classes</th>
<th>Class Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Edible Vegetable Oil/ Fat</td>
<td>Edible Vegetable oil/ fat or both hydrogenated or partially hydrogenated oil</td>
</tr>
<tr>
<td>Animal Fat/ Oil other than milk fat</td>
<td>Give name of source of fat. Pork fat, lard and beef fat or extracts thereof shall be declared by specific names</td>
</tr>
<tr>
<td>Starches other than chemically modified starches</td>
<td>Starch</td>
</tr>
<tr>
<td>All species of fish – as ingredient of other food – except specified type</td>
<td>Fish</td>
</tr>
<tr>
<td>All types of Poultry meat – as ingredient of other food – except specified type</td>
<td>Poultry Meat</td>
</tr>
<tr>
<td>All types of Cheese or mixture of cheese – as ingredient of other food – except specified type of cheese</td>
<td>Cheese</td>
</tr>
</tbody>
</table>
## Class and Title of the ingredients

<table>
<thead>
<tr>
<th>Classes</th>
<th>Class Titles</th>
</tr>
</thead>
<tbody>
<tr>
<td>All spices and condiments and their extracts</td>
<td>Spices and condiments or mixed spices/condiments</td>
</tr>
<tr>
<td>All types of gum or preparations used in the manufacture of gum base</td>
<td>Gum Base</td>
</tr>
<tr>
<td>for chewing gum</td>
<td></td>
</tr>
<tr>
<td>Anhydrous dextrose and dextrose monohydrate</td>
<td>Dextrose or Glucose</td>
</tr>
<tr>
<td>Dextrose or Glucose</td>
<td></td>
</tr>
<tr>
<td>All types of Caseinates</td>
<td>Caseinates</td>
</tr>
<tr>
<td>Press, expeller or refined cocoa butter</td>
<td>Cocoa butter</td>
</tr>
<tr>
<td>All Candied, Crystallized and Glazed fruit or Vegetables or Rhizome</td>
<td>Crystallized fruit</td>
</tr>
<tr>
<td>or Fruit peel</td>
<td></td>
</tr>
<tr>
<td>All milk and milk products derived solely from milk</td>
<td>Milk solids</td>
</tr>
<tr>
<td>Cocoa bean, Coconib, Cocomass, Cocoa press cakes, Cocoa powder</td>
<td>Cocoa solids</td>
</tr>
<tr>
<td>(Fine/Dust)</td>
<td></td>
</tr>
</tbody>
</table>

*Provided further that pork fat, lard and beef fat or extract thereof shall be declared by their specific names*
2.2.2.(2)(d) Compound Ingredient

Where an ingredient itself is the product of two or more ingredients, such a compound ingredient shall be declared in the list of ingredients, and shall be accompanied by a list, in brackets, of its ingredients in descending order of weight or volume, as the case may be:

Provided that where a compound ingredient, constitutes less than five percent of the food, the list of ingredients of the compound ingredient, other than food additive, need not to be declared
2.2.2 (2) (e) Added Water and Dehydrated/condensed Food

Added water shall be declared in the list of ingredients except in the cases where the water forms part of an ingredient, such as brine, syrup or both, used in compound food and so declared in the list of ingredients. Provided that the water or other volatile ingredients evaporated in the course of manufacture need not be declared.

Provided further that in the case of dehydrated or condensed food, which are intended to be reconstituted by addition of the water the ingredient in such reconstituted food shall be declared in descending order of weight or volume as case may be, and shall contain a statement such as “ingredients of the product when prepared in accordance with the directions on the label”.

http://foodsafetynews.wordpress.com
2.2.2 (2) (f) Emphasis on Ingredient

every package of food sold as a mixture or combination shall disclose the percentage of the ingredient used at the time of the manufacture of the food (including compound ingredients or categories of ingredients), if such ingredient

• (i) is emphasised as present on the label through words or pictures or graphics; or

• (ii) is not within the name of the food but, is essential to characterise the food and is expected to be present in the food by consumers, if the omission of the quantitative ingredient declaration will mislead or deceive the consumer:
2.2.2 (2) (f) Emphasis on Ingredient

- Provided that where the ingredient has been used as flavouring agent, the disclosure of such ingredient is not required.

- Provided further that where the drained net weight is indicated on the label as required or in case of such food products where specific provisions are stipulated under these Regulations or where a pictorial representation of a serving suggestion is made for consumer information and use, the disclosure of such ingredient is not required.

- Provided further that in case of any bottle containing liquid milk or liquid beverage having milk as an ingredient, soft drink, carbonated water or ready-to-serve fruit beverages, the declarations with regard to addition of fruit pulp and fruit juice shall invariably appear on the body of the bottle.
2.2.2 (3) Nutritional Information

Nutritional information or nutritional facts per 100 gm or 100 ml or per serving of the product shall be given on the label containing the following:

- (i) Energy value in Kcal
- (ii) Protein in g, Carbohydrate (Specify quantity of sugar) in g, Fat in g
- (iii) the amount of any other nutrient for which a nutrition or health claim is made
- (iv) omitted
2.2.2 (3) Nutritional Information

- (vi) where the nutrition declaration is made per serving, the amount in gram (g) or milliliter (ml) shall be included for reference beside the serving measure;

Provided that the food claimed to be enriched with nutrients, such as, minerals, proteins, vitamins, metals or their compounds, amino acids or enzymes shall give the quantities of such added nutrients on the label.
Fat declarations

Provided that where a claim is made regarding the amount or type of fatty acids or the amount of cholesterol, the amount of saturated fatty acids, monounsaturated fatty acids and polyunsaturated fatty acids in gram (g) and cholesterol in milligram (mg) shall be declared, and the amount of trans fatty acid in gram (g) shall be declared in addition to the other requirement stipulated above.

The food, in which hydrogenated vegetable fats or bakery shortening is used shall declare on the label that ‘hydrogenated vegetable fats or bakery shortening used- contains trans fats;

Trans fat free means – less than 0.2 (g )trans fat per serving of food

Saturated fat free means – not exceeding 0.1 (g) per 100 (g) or 100 ml of food
Nutritional Information may not be necessary for

- foods such as raw agricultural commodities, like, wheat, rice, cereals, spices, spice mixes, herbs, condiments, table salt, sugar, Jaggery, or
- non-nutritive products, like, soluble tea, coffee, soluble coffee, coffee-chicory mixture,
- packaged drinking water, packaged mineral water,
- alcoholic beverages or
- fruit and vegetables, processed and pre-packaged assorted vegetables,
- fruits, vegetables and products that comprise of single ingredient, pickles, papad, or
- foods served for immediate consumption such as served in hospitals, hotels or by food services vendors or halwais, or
- food shipped in bulk which is not for sale in that form to consumers.
Declaration of Nutrients

The compliance to quantity of declared nutrients on the label shall be according to the established practices.

Explanation – For the purpose of this provision, at the time of analysis, due consideration, based on shelf-life, storage, and inherent nature of the food shall be kept in view in case of quantity declared nutrients;

Provided further that in the case of returnable new glass bottle manufactured and used for packing of such beverages on or after 19th March 2009, the list of ingredient and nutritional information shall be given on the bottle.
Health Claims

“health claims” means any representation that states, suggests or implies that a relationship exists between a food or a constituent of that food and health and include the nutrition claims which describes the physiological role of the nutrient in growth, development and normal functions of the body;

other functional claims concerning specific beneficial effect of the consumption of food or its constituents, in the context of the total diet on normal function or biological activities of the body and such claims relate to a positive contribution to health or to the improvement of function or to modifying or preserving health, or disease risk reduction claim relating to the consumption of a food or food constituents, in the context of the total diet to the reduced risk of developing a disease or health – related condition
“Nutrition Claim” any representation which states, suggests, or implies that a food has particular nutritional properties which are not limited to energy value but include protein, fat, carbohydrate, vitamins and minerals.

“risk reduction” in the context of health claims means significantly altering a major risk factor for a disease or health-related condition;
### Vegetarian and Non Vegetarian Marks

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Area of principle display panel</th>
<th>Min. Size of Diameter of solid green circle in mm</th>
<th>Size of the side of the green square in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Upto 100 cms square</td>
<td>3mm</td>
<td>6mm</td>
</tr>
<tr>
<td>2</td>
<td>Above 100 cms Sq. upto 500 cms square</td>
<td>4mm</td>
<td>8mm</td>
</tr>
<tr>
<td>3</td>
<td>Above 500 cms Sq. upto 2500 cms square</td>
<td>6mm</td>
<td>12mm</td>
</tr>
<tr>
<td>4</td>
<td>Above 2500 cms square</td>
<td>8mm</td>
<td>16mm</td>
</tr>
</tbody>
</table>

**Vegetarian mark GREEN**

**Non-Veg Mark BROWN**
Where any article of food contains egg only as Non-Vegetarian ingredient, the manufacturer, or packer or seller may give declaration to this effect in addition to the said symbol.

The symbol shall be prominently displayed:

- (i) on the package having contrast background on principal display panel (PDP);
- (ii) just close in proximity to the name or brand name of the product;
- (iii) on the labels, containers, pamphlets, leaflets, advertisements in any media;
Exemption to the provisions of regulation 2.2.2(4) (Veg & Non Veg marks)

- Mineral water or
- Packaged drinking water or
- Carbonated water or
- Alcoholic drinks, or
- Liquid milk and
- Milk powders.
For food additives falling in the respective classes and appearing in lists of food additives permitted for use in foods generally, the following class titles shall be used together with the specific names or recognized international numerical identifications:

- Acidity Regulator, Acids, Anticaking Agent, Antifoaming Agent, Antioxidant, Bulking Agent, Colour, Colour Retention Agent, Emulsifier, Emulsifying Salt, Firming Agent, Flour Treatment Agent, Flavour Enhancer, Foaming Agent, Gelling Agent, Glazing Agent, Humectant, Preservative, Propellant, Raising Agent, Stabilizer, Sweetener, Thickener:
2.2.2 (5) (ii) Addition of Colours and/or Flavours

⇒ Extraneous addition of colouring matter to be mentioned on the label just beneath the list of the ingredients on the label attached to any package of food so coloured, namely IN CAPITAL LETTERS

| CONTAINS PERMITTED NATURAL COLOUR (S) |
| CONTAINS PERMITTED SYNTHETIC FOOD COLOUR (S) |
| CONTAINS PERMITTED NATURAL AND SYNTHETIC FOOD COLOUR (S) |

⇒ Provided where such an statement is displayed along with the name or INS no. of the food colour, the colour used in the product need not be mentioned in the list of ingredients
Addition of Colours and/or Flavours

Extraneous addition of flavouring agents to be mentioned on the label. Where an extraneous flavouring agent has been added to any article of food, there shall be written just beneath the list of ingredients on the label attached to any package of food so flavoured, a statement in capital letters as below.

CONTAINS ADDED FLAVOUR (specify type of flavouring agent as per Regulation 3.1.10(1) of Food Safety and Standards (Food product standards and food additive) Regulation, 2011)
Addition of Colours and/or Flavours

In case both colour and flavour are used in the product, one of the following combined statements in capital letters shall be displayed, just beneath the list of ingredients on the label attached to any package of food so coloured and flavoured, namely:

- CONTAINS PERMITTED NATURAL COLOUR(S) AND ADDED FLAVOUR(S)
- CONTAINS PERMITTED SYNTHETIC FOOD COLOUR(S) AND ADDED FLAVOUR(S)
- CONTAINS PERMITTED NATURAL AND SYNTHETIC FOOD COLOUR(S) AND ADDED FLAVOUR(S)

Provided that in case of artificial flavouring substances, the label shall declare the common name of the flavours, but in case of the natural flavouring substances or nature identical flavouring substances, the class name of flavours shall be mentioned on the label and it shall comply with the requirement of label declaration as specified under the regulation 2.2.2 (5) (ii)
Note: — When statement regarding addition of colours and/or flavours is displayed on the label in accordance with regulation 2.2.2(5)(ii) and regulation 3.2.1 of Food Safety and Standards (Food Product Standards and Food Additive) Regulation, 2011, addition of such colours and/or flavours need not be mentioned in the list of ingredients.

Also, in addition to above statement, the common name or class name of the flavour shall also be mentioned on label.

Provided further that when combined declaration of colours and flavours are given, the International Numerical Identification number of colours used shall also be indicated either under the list of ingredients or along with the declaration.

Provided also further that every package of synthetic food colours preparation and mixture shall bear a label upon which is printed a declaration giving the percentage of total dye content
2.2.2 (6) Name and complete address of the manufacturer

(i) The name and complete address of the manufacturer and the manufacturing unit if these are located at different places and in case the manufacturer is not the packer or bottler, the name and complete address of the packing or bottling unit as the case may be shall be declared on every package of food;

(ii) Where an article of food is manufactured or packed or bottled by a person or a company under the written authority of some other manufacturer or company, under his or its brand name, the label shall carry the name and complete address of the manufacturing or packing or bottling unit as the case may be, and also the name and complete address of the manufacturer or the company, for and on whose behalf it is manufactured or packed or bottled;
(iii) Where an article of food is imported into India, the package of food shall also carry the name and complete address of the importer in India.

Provided further that where any food article manufactured outside India is packed or bottled in India, the package containing such food article shall also bear on the label,

- the name of the country of origin of the food article and
- the name and complete address of the importer and
- the premises of packing or bottling in India.
2.2.2(7) Net content and drained weight declaration

(i) the net content by weight or volume or number, as the case may be, shall be declared on every package of food;

(ii) in addition to the declaration of net contents, a food packed in a liquid medium shall carry a declaration of the drained weight of the food.

**Explanation 1.** For the purposes of this requirement the expression “liquid medium” include the water, aqueous solutions of sugar and salt, fruit and vegetable juices or vinegar, either singly or in combination.

**Explanation 2.** In declaring the net quantity of the commodity contained in the package, the weight of the wrappers and packaging materials shall be excluded:
(iii) Where a package contains a large number of small items of confectionery, each of which is separately wrapped and it is not reasonably practicable to exclude from the net weight of the commodity, the weight of such immediate wrappers of all the items of the confectionery contained in the package, the net weight declared on the package containing such confectionary or on the label thereof may include the weight of such immediate wrapper if the total weight of such immediate wrapper does not exceed –

- (a) eight per cent, Where such immediate wrapper is a waxed paper or other paper with wax or aluminium foil under strip; or
- (b) six per cent. In case of other paper of the total net weight of all the items of confectionery contained in the package minus the weight of immediate wrapper.
2.2.2 (8) Lot / Code / Batch Identification

A batch number or code number or lot number which is a mark of identification by which the food can be trace in the manufacture and identified in the distribution, shall be given on the label.

Exemption - Bread, Milk, Sterilised Milk

2.2.2 (9) Date of Manufacture or Packing

Date, Month and Year of Manufacture, Packing or Pre Packing if “Best Before” less than 3 months

Only Month and Year if “Best Before” is more than 3 months
2.2.2 (10) . Best Before and Use By Date

(i) the month and year in capital letters upto which the product is best for consumption, in the following manner, namely:—

“BEST BEFORE ........ MONTHS AND YEAR

OR

“BEST BEFORE .......... MONTHS FROM PACKAGING

OR

“BEST BEFORE ............MONTHS FROM MANUFACTURE

(Note: — blank be filled up)
2.2.2 (10) . Best Before and Use By Date

(ii) In case of package or bottle containing sterilised or Ultra High Temperature treated milk, soya milk, flavoured milk, any package containing bread, dhokla, bhel puri, pizza, doughnuts, khoa, paneer, or any uncanned package of fruits, vegetable, meat, fish or any other like commodity, the declaration be made as follows:—

“BEST BEFORE ..........DATE/MONTH/YEAR”

OR

“BEST BEFORE........DAYS FROM PACKAGING”

OR

“BEST BEFORE ........ DAYS FROM MANUFACTURE”

Note:

(a) blanks be filled up

(b) Month and year may be used in numerals

(c) Year may be given in two digits
(iii) On packages of Aspartame, instead of Best Before date, Use by date/recommended last consumption date/expiry date shall be given, which shall not be more than three years from the date of packing;

(iv) In case of infant milk substitute and infant foods instead of Best Before date, Use by date/ recommended last consumption date/expiry date shall be given,

Provided further that the declaration of best before date for consumption shall not be applicable to

(i) wines and liquors

(ii) alcoholic beverages containing 10 percent or more by volume of alcohol.
Provided further that above provisions except

- net weight/net content,
- nutritional information,
- manufacturer’s name and address,
- date of manufacture and “best before”

shall not apply in respect of

- carbonated water
- plain soda and
- potable water impregnated with carbon dioxide under pressure

- packed in returnable glass bottles
2.2.2 (11) Country of origin for imported food:

(i) The country of origin of the food shall be declared on the label of food imported into India.

(ii) When a food undergoes processing in a second country which changes its nature, the country in which the processing is performed shall be considered to be the country of origin for the purposes of labelling.

2.2.2(12) Instructions for use:

(i) Instructions for use, including reconstitution, where applicable, shall be included on the label, if necessary, to ensure correct utilization of the food.
2.3: Manner of declaration

1. General Conditions

- 1. Any information or pictorial device written, printed, or graphic matter may be displayed in the label provided that it is not in conflict with the requirements of these Regulations.

- 2. Every declaration which is required to be made on package under these regulations shall be:
  - (i) Legible and prominent, definite, plain and unambiguous
  - (ii) Conspicuous as to size number and colour,
  - (iii) as far as practicable, in such style or type of lettering as to be boldly, clearly and conspicuously
present in distinct contrast to the other type, lettering or graphic material used on the package, and shall be printed or inscribed on the package in a colour that contrasts conspicuously with the background of the label, Provided that —

- (a) Where any label information is blown, formed or moulded on a glass or plastic surface or where such information is embossed or perforated on a package, that information shall not be required to be presented in contrasting colours:

- (b) Where any declaration on a package is printed either in the form of a handwriting or hand script, such declaration shall be clear, unambiguous and legible.
3. No declaration shall be made so as to require it to be read through any liquid commodity contained in the package.

4. Where a package is provided with an outside container or wrapper, such container or wrapper shall also contain all the declarations which are required to appear on the package except where such container or wrapper itself is transparent and the declarations on the package are easily readable through such outside container or wrapper.

5. Labels not to contain false or misleading statements: A label shall not contain any statement, claim, design, device, fancy name or abbreviation which is false or misleading in any particular concerning the food contained in the package, or concerning the quantity or the nutritive value or in relation to the place of origin of the said food:

Provided that this regulation shall not apply in respect of established trade or fancy names of confectionery, biscuits and sweets, such as, barley, sugar, bull’s eye, cream cracker or in respect of aerated waters, such as, Ginger Beer or Gold-Spot or any other name in existence in international trade practice.
2.3.2 Principle Display Panel

The information required under these Regulations shall be given on the principal display panel of the package or container and such information may be given in the following manner.

(a) *All information should be grouped together and given at one place.*

OR

The pre-printed information be grouped together and given in one place and ,

(b) *Online information or those not pre-printed be grouped together in another place.*
2.3.2 Principle Display Panel

Area of display panel

- Rectangular- 40% of H x W of the panel having largest area
- Cylindrical/Round/Oval OR near Cylindrical/Round/Oval – 20% of H x average circumference of such container
- Other Shape – 20% of total surface area of container
  - Except where there is label, securely affixed – label shall give a surface area of not less than 10% of total surface area of container
- Provided that in case of package having a capacity of five cubic centimeters or less, the principle display panel may be card or tape affixed firmly to the package or container and bearing the required information under these rules
2.3.3 Heights of Numerals on principal display panel

Table I Quantity in weight or volume

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Weight / Volume</th>
<th>Minimum height of numeral in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Normal Case</td>
<td>When blown, formed moulded, or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>perforated on container</td>
</tr>
<tr>
<td>1</td>
<td>Upto 50g/ml</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Above 50g/ml upto 200g/ml</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Above 200g/ml upto 1Kg /Liter</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Above 1Kg/ml upto 1Kg /Liter</td>
<td>6</td>
</tr>
</tbody>
</table>

Table II When Quantity is in length, area, number

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Weight / Volume</th>
<th>Minimum height of numeral in mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Normal Case</td>
<td>When blown, formed moulded, or</td>
</tr>
<tr>
<td></td>
<td></td>
<td>perforated on container</td>
</tr>
<tr>
<td>1</td>
<td>Upto 100cms square</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>Above 100 cms Sq upto 500 cms sq</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>Above 500 cms Sq upto 2500 cms sq</td>
<td>4</td>
</tr>
<tr>
<td>4</td>
<td>Above 2500 cms Square</td>
<td>6</td>
</tr>
</tbody>
</table>
(ii) The height of letters in the declaration under 2.2 (Labelling) shall not be less than 1 mm height, when blown, formed, moulded, embossed or perforated, the height of letters shall not be less than 2mm.

Provided that the width of the letter or numeral shall not be less than one-third of its height, but this proviso shall not apply in the case of numeral “I” and letters i, I & I:

Provided further that in case of label declarations required under 2.4.4 and 2.4.5 except in case declaration specifying instructions for use or preparation of the product, the size of letters shall not be less than 3mm.
2.4: Specific Requirements/ Restrictions on manner of labelling

1. Labelling of infant milk substitute and infant food

2. Labelling of edible oils and fats
   Prohibited
   • “Super-Refined”, “Extra-Refined”, “Micro-Refined”, “Double-Refined”, Ultra-Refined”, “Anti-Cholesterol”, “Cholesterol Fighter”, “Soothing to Heart”, “Cholesterol Friendly”, “Saturated Fat Free” or such other expressions which are an exaggeration of the quality of the Product.

3. Labelling of permitted food colours

2.4.4: Labelling of irradiated Food
Irradiated Food Clause 2.4.4

The label of a food, which has been treated with ionizing radiation, shall carry a written statement indicating the treatment in close proximity to the name of the food.

Irradiated Food
2.4.5: Specific Labelling Requirements of other Products

- Coffee-Chicory Mixture
- Condensed milk or desiccated (dried) milk
- Fluid milk
- Ice cream
- Hingra
- Light Black Pepper
- Cassia Bark
- Cinnamon
- Chillies with edible oil
- ice-cream, kulfi, kulfa and chocolate ice-cream containing starch
- Mixed Masala fried in oil
- Compounded Asafoetida
2.4.5: Specific Labelling Requirements of other Products

- Maida treated with improver or bleaching agents
- malted milk food which contains added natural colouring matter except caramel
- Food containing added Monosodium Glutamate
- Refined salseed fat
- table iodised salt or iron fortified common salt containing permitted anticaking agent
- iron fortified common salt
- Dried Glucose Syrup
- tea with added flavour
- food which is permitted to contain artificial sweetener
- Aspartame (Methyl ester), Acesulfame K, Sucralose and Saccharin
  Sodium, Neotame marketed as Table Top Sweetener
2.4.5: Specific Labelling Requirements of other Products

- food which is permitted to contain a mixture of Aspertame (Methyl Ester) and Acesulfame Potassium Sweeteners
- food which is permitted to contain a mixture of Acesulfame Potassium and Sucralose sweeteners
- Pan Masala
- Supari
- fruit squash by whatever name it is sold, containing additional sodium or potassium salt
- Cheese (hard), surface treated with Natamycin
- Bakery and Industrial Margarine made from more than 30 per cent of Rice Bran Oil
- flavour emulsion and flavour paste meant for use in carbonated or noncarbonated beverages
2.4.5: Specific Labelling Requirements of other Products

- drinking water
- mineral water
- food having added caffeine
- Low Fat Paneer/ Chhana
- Cheese(s), if coated/packed in food grade waxes polyfilm/wrapping of cloth
- Frozen Desert / Frozen Confection
- common salt
- biscuits, bread and cakes containing Oligofructose
- fresh fruit if coated with wax
- Gelatin meant for human consumption
- food containing Polyols
- food containing Polydextrose
2.4.6 Specific Restrictions on product labels

(1) Labels not to contain reference to Act or rules or regulations contradictory to required particulars:

- The label shall not contain any reference to the Act or any of these regulations or any comment on, or reference to, or explanation of any particulars or declaration required by the Act or any of these regulations to be included in the label which directly or by implication, contradicts, qualifies or modifies such particulars or declaration.

(2) Labels not to use words implying recommendations by medical profession:

- There shall not appear in the label of any package, containing food for sale the words "recommended by the medical profession" or any words which imply or suggest that the food is recommended, prescribed, or approved by medical practitioners or approved for medical purpose.
2.4.6 (3) Unauthorized use of words showing imitation prohibited

1. There shall not be written in the statement or label attached to any package containing any article of food the word 'imitation' or any word, or words implying that the article is a substitute for any food, unless the use of the said word or words is specifically permitted under these regulations.

2. Any fruit syrup, fruit juice, fruit squash, fruit beverages, cordial, crush or any other fruit products standardised under Food Safety and Standards (Food Products standards and Food Additives) Regulations, 2011 which does not contain the prescribed amount of fruit juice or fruit pulp or fruit content shall not be described as a fruit syrup, fruit juice, fruit squash, fruit beverages, cordial, crush or any other fruit product as the case may be.
3. Any food product which does not contain the specified amount of fruit and is likely to deceive or mislead or give a false impression to the consumer that the product contains fruit, whether by use of words or pictorial representation, shall be clearly and conspicuously marked on the label as 'ADDED(NAME OF THE FRUIT) FLAVOUR'.

4. Any food product which contains only fruit flavours, whether natural flavours and natural flavouring substances or nature identical flavouring substances, artificial flavouring substances as single or in combination thereof, shall not be described as a fruit product and the word (NAME OF FRUIT) FLAVOURED shall be used in describing such a product.

5. Carbonated water containing no fruit juice or fruit pulp shall not have a label which may lead the consumer into believing that it is a fruit product.

6. Any fruit and vegetable product alleged to be fortified with vitamin C shall contain not less than 40 mg. of ascorbic acid per 100 gm. of the product.
2.4.6 (4) Imitations not to be marked "pure"

The word "pure" or any word or words of the same significance shall not be included in the label of a package that contains an imitation of any food.

2.4.6.(5) Labelling prohibitions for Drinking Water (Both Packaged and Mineral Water)

(i) No claims concerning medicinal (preventative, alleviative or curative) effects shall be made in respect of the properties of the product covered by the standard Claims of other beneficial effects related to the health of the consumer shall not be made.

(ii) The name of the locality, hamlet or specified place may not form part of the trade name unless it refers to a packaged water collected at the place designated by that trade name.

(iii) The use of any statement or of any pictorial device which may create confusion in the mind of the public or in any way mislead the public about the nature, origin, composition, and properties of such waters put on sale is prohibited.
2.5: Restriction on advertisement

There shall be no advertisement of any food which is misleading or contravening the provisions of Food Safety and Standards Act, 2006 (34 of 2006) or the rules/regulations made thereunder.
False and Misleading Statement

Labels not to contain false or misleading statements:

- A label shall not contain any statement, claim, design, device, fancy name or abbreviation which is false or misleading in any particular concerning the food contained in the package, or concerning the quantity or the nutritive value or in relation to the place of origin of the said food:

Provided that this regulation shall not apply in respect of established trade or fancy names of confectionery, biscuits and sweets, such as, barley, sugar, bull’s eye, cream cracker or in respect of aerated waters, such as, Ginger Beer or Gold-Spot or any other name in existence in international trade practice.
Advisory on Misbranding/ Misleading claims
F. No. 6/FSSAI/Dir (A)/Office Order/2011-12

The various false claims made by the Food Business Operator about food articles and consequent violation, if any, are punishable under the provisions of FSS Act, 2006.

Violations related to food items, seriously jeopardize public health as well lead to unfair gains to Food Business.

Misleading advertisement related to food items are imputed with malafide intent on the part of person making the claim and is normally made to misguide a consumer to purchase food item without disclosing the complete details on the advertisement.

Companies (Corporate bodies including firm or other association, individual) are also covered u/s 66, FSS Act, 2006

The burden of proof lies on the person willfully making false claims or engaged in misleading advertisement.