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FSSAI advises e-commerce platforms to ensure appropriate categorisation

FSSAI asks e-commerce platforms to stop using 'health drink' and 'energy drink' labels for malt-based drinks

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The Food Safety and Standards Authority of India (FSSAI) has directed all e-commerce Food Business Operators (FBOs) to ensure the correct categorisation of food products available on their websites. FSSAI asks e-commerce platforms to stop using 'health drink' and 'energy drink' labels for malt-based drinks

FSSAI has observed cases where food products licensed under 'Proprietary Food', such as Dairy Beverage Mix, Cereal Beverage Mix, or Malt Based Beverage, are being marketed on e-commerce platforms under categories like 'Health Drink' or 'Energy Drink'.

This advisory will apply to all:
i. E-commerce Food Business Operators (FBOs), encompassing all online retailers and marketplaces that sell food products directly to consumers.
ii. Direct-to-consumer (D2C) Food Manufacturers that sell their products directly to consumers through their websites or platforms
iii. Quick Commerce, Food Delivery Platforms and any Online Grocery Stores that offer food delivery services, including all platforms that list multiple brands and products on their website.

Details of the advisory and Action points for Businesses are enclosed in the attachment.

Action points for Food Business:

1. Review and Audit Product Listings
2. Reclassify Products.

3. Comply with FCS Standards

4. Educate Teams and Vendors / Sellers / Partners

5. Update Website and Marketing Material

6. Monitor Compliance through internal and external audits

7. Consumer Education

8. Legal and Regulatory Advisory

Read online: https://nuffoodsspectrum.in/news/5/20959/fssai-advises-e-commerce-platforms-to-ensure-appropriate-categorisation.html
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