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FOOD PRO

Monthly E-Newsletter of All India Food Processors' Association

New FSSAI directive on Coffee-Chicory mixtures pack labelling

The Food Safety and Standards Authority of India (FSSAI) has issued a fresh directive providing relief to food business operators regarding front-of-pack labelling for Coffee-Chicory mixtures, while extending the enforcement timeline to July 1, 2027.

The order, issued by the FSSAI addresses practical challenges raised by industry stakeholders following the initial notification dated August 8, 2025. The original regulations had mandated a specific box declaration on the front of packages containing Coffee-Chicory mixtures, with an initial enforcement date set for July 1, 2026.

According to the order, FSSAI received multiple representations from industry bodies detailing the physical difficulty of fitting the proposed box declaration on smaller packs, specifically those with a Principal Display Panel (PDP) area of less than 100 cm².

In response, the apex food regulator acknowledged these spatial constraints and approved a simpler, text-based labelling option. To ensure businesses are not disrupted while the formal amendment to the notification is processed, the authority has decided to keep the earlier notification in abeyance and allow food business operators to use revised front-of-pack declarations.

Under the new interim guidelines, manufacturers must display the percentage breakdown of coffee and chicory on the front of the package. For standard Coffee-Chicory Mixture the food businesses must state "COFFEE...... %, CHICORY……%"on the front of the pack.

Similarly, for Instant Coffee-Chicory Mixture, the label must state "COFFEE......%, CHICORY......... %" on the front of the pack.

For packs with a PDP area of up to 100 cm², the minimum font height for these declarations has been fixed at 1 mm and for larger packs with a PDP area exceeding 100 cm², the minimum font height is fixed at 2 mm.

Source:- FnB News

Panel moots Sugar-level classification labels on Packaged Foods

The Parliamentary Standing Committee on Consumer Affairs has recommended mandatory sugar-level classifications and colour-coded warning labels on packaged foods, targeting high sugar content in infant products and deceptive claims on e-commerce platforms.

The recommendations were detailed in the 15th Report of the Standing Committee on Consumer Affairs, Food and Public Distribution, presented to the Lok Sabha on July 23.

Amongst the key recommendations were Colour-Coded Warning Labels, Strict Infant Food Rules, E-Commerce Monitoring and Crackdown on Misleading Claims.

The Parliamentary Committee urged FSSAI to fast-track Front-of-Pack Nutrition Labelling (FOPNL) with clear, colour-coded warnings for high-sugar items, replacing complex numerical tables.

Further, the Committee recommended mandatory front-of-pack disclosures of added sugar per serving and daily energy percentage for infant products, alongside periodic sugar limit reviews every 2–3 years.

The Committee also called for a joint monitoring mechanism between the Department of Consumer Affairs, FSSAI, and CCPA to curb mislabelling on online platforms and suggested graded penalties for repeat offenders, mandatory withdrawal of non-compliant ads, and third-party scientific validation for health claims.

The Committee urged stronger inter-agency coordination to protect vulnerable consumers and ensure compliance across retail and digital markets.

Source:- FnB News

FSSAI takes action against Alcoholic Beverage makers

The Food Safety and Standards Authority of India (FSSAI) has initiated enforcement action against select alcoholic beverage manufacturers following non-compliance with existing safety regulations, specifically, the unauthorised addition of external flavourings to mimic standardised spirits and deceptive age claims.

FSSAI revealed that certain manufacturers have been using neutral alcohol, which lacks natural flavour, and adding external artificial or nature-identical flavours (such as adding rum flavour to rum or whisky flavour to whisky) rather than developing flavour through traditional fermentation, distillation, and aging. Laboratory tests confirmed that these added flavours mask the natural profile, rendering the products substandard.

FSSAI clarified that while flavours like vanilla or coffee are permitted when technologically justified, adding identical flavours to mimic the core spirit serves no legitimate function and misleads consumers. Under labelling rules, such products should be labelled as "Rum-flavoured Spirit" or "Whisky-flavoured Spirit".

FSSAI investigation findings also exposed misleading age declarations. Notably, a "7 years old blended" claim on an Old Monk XXX Rum variant was found to contain less than five per cent matured rum spirit, with neutral spirit making up the vast majority. Under FSSAI regulations, any age claim on a spirit blend must strictly reflect the age of the youngest spirit present in the product.

Based on non-conforming lab tests, FSSAI issued sale prohibitions for specific brands, including Old Monk Rum variants (Mohan Rocky Springwater), McDowell's No. 1 Rum, Antiquity Blue Whisky, and Royal Challenge Whisky (United Spirits), alongside products from INBREW Beverages and Associated Alcohol & Breweries. Inspections were also conducted in Goa, and notices were served to six additional manufacturers in Maharashtra.

Following appeals, conditional revocation was granted to two manufacturers. They are permitted to clear existing stock provided the front of the pack clearly reveals the true nature of the product, but they must eliminate identical flavour additions in future production. FSSAI emphasised that these violations do not represent the entire industry, as compliant manufacturers continue to produce authentic beverages without deceptive additives.

Source:- FnB News

FSSAI urged to create pricing framework for 'Foods for Medicinal Use'

In a bid to curb hyper-inflated pricing and sanitize the commercial pipeline of specialized nutritional formulations, Mr. Rafi Malik, a Regulatory Affairs Associate based in Jammu and Kashmir, has called upon the Food Safety and Standards Authority of India (FSSAI) to establish a dedicated, transparent pricing framework for 'Foods for Medicinal Use' and therapeutic nutrition. The move aims to bring price rationalisation to a rapidly growing market that bridges regular dietary items and specialized medical nutrition.

According to him, drawing parallels with the pharmaceutical sector's Drug Price Control Order (DPCO) administered by the NPPA, clinical-grade edibles require stringent price oversight. Rafi Malik emphasized that while mainstream pharmaceuticals enjoy structured price ceilings, specialized formulations, including Foods for Special Medical Purpose (FSMP), medical nutrition, and nutraceuticals, continue to operate in an unmonitored retail environment, leading to irrational trade margins that strain end-consumers.

He said that this market asymmetry has created a landscape where aggressive trade margins, rather than sensory excellence, scientific innovation, or pure ingredient integrity, dictate market penetration. Without price limits, high profit margins encourage companies to spend heavily on aggressive marketing instead of improving product quality, pushing affordable options out of the market. Consequently, the commercial momentum in the specialized food and beverage segment is increasingly driven by inflated yield expectations rather than consumer accessibility or product purity.

According to Malik, the financial pressure of this regulatory lacuna falls heavily on vulnerable demographic segments requiring sustained clinical nutrition, including pregnant women, paediatric patients, the elderly, and economically fragile households. As medical nutrition becomes an indispensable component of long-term wellness and disease management, paying exorbitant premiums for basic micronutrient fortification and functional ingredients poses a severe challenge to daily household spending and healthcare affordability.

The memorandum states that four government bodies, the FSSAI, NPPA, Health Ministry, and Department of Pharmaceuticals, must work together to reform the sector. He called for a joint regulatory framework to control prices and protect consumers. The proposed guidelines suggest capping retail prices based on the actual cost of raw materials and production. Under this framework, companies would have to disclose their ingredient costs and justify high prices, putting a strict limit on profit margins for essential nutritional products.

Source:- FnB News

New Launches

Anmol launches Kachori & Pickle Mini Crackers

Anmol Industries, one of India's leading biscuit and bakery brands, has expanded its savoury snacking portfolio with the launch of Anmol Mini's Kachori Masala and Anmol Mini's Achari Masti. Inspired by the rich flavours of Indian street food and traditional pickles, the new bite-sized crackers offer a crunchy and flavourful snacking experience at an affordable price of ₹10.

The new variants have been introduced to cater to the growing demand for savoury snacks that combine familiar regional flavours with the convenience of packaged foods. Available in a pocket-friendly pack priced at ₹10, the products are designed to make flavourful snacking accessible to consumers across all age groups.

The newly launched Anmol Mini's Kachori Masala and Mini's Achari Masti will be available across North India through the company's extensive General Trade (GT) distribution network.

Mr. Aman Choudhary, Executive Director – Marketing, Anmol Industries Limited, said, Indian consumers have a strong affinity for traditional flavours, and we wanted to recreate those familiar taste experiences in a convenient baked snack format. With Mini's Kachori Masala and Achari Masti, we are bringing together the crunch of baked crackers with the bold and exciting flavours that people love.

The launch is part of Anmol Industries' ongoing strategy to strengthen its presence in the savoury snacks segment while continuously innovating to meet evolving consumer preferences. The company has consistently expanded its portfolio with products that balance taste, quality, affordability and convenience.
With the introduction of Mini's Kachori Masala and Achari Masti, Anmol Industries further reinforces its commitment to offering innovative snacking options inspired by Indian tastes while ensuring they remain accessible to consumers across urban and rural markets.

Lee Kum Kee brings Japanese style Soy Sauce to India

Lee Kum Kee Sauce, the global leader in authentic Asian sauces and condiments, has expanded its foodservice product portfolio in India with the launch of Lee Kum Kee Japanese Style Soy Sauce. Introduced alongside its authorised and exclusive import and distribution partner for North India, Earthling Consumer Products Pvt. Ltd., the new product supports the growing demand for authentic Japanese cuisine across India's foodservice industry.

Lee Kum Kee Japanese Style Soy Sauce is naturally brewed, with the first draw essence extracted. It delivers a rich aroma with balanced umami suitable for a wide range of culinary applications. From sushi and donburi to stir-fries, marinades, glazes, grilled meats, seafood and contemporary Asian cuisine, the product enables chefs to create authentic flavours while maintaining consistency at scale. It contains no added MSG, is Halal-certified and suitable for vegetarians.

Mr. Ashok Pandey, Associate Business Director -India & MEA of Lee Kum Kee Sauce, said, India is one of the most exciting growth markets for Asian cuisine today, and chefs need ingredients that taste right and perform consistently in their busy kitchens.

Ms. Shippy Sharma, Managing Director, Earthling Consumer Products Pvt. Ltd., said, Japanese cuisine continues to gain wider acceptance across India's foodservice industry. Our partnership with Lee Kum Kee enables us to provide chefs and foodservice operators with high-quality ingredients that support consistency, reliability, and everyday kitchen operations.

Lee Kum Kee Sauce operates under its "100-1=0" quality philosophy, where every detail matters. Every product marketed in India undergoes rigorous quality assurance and complies with applicable Government of India regulations, including relevant Food Safety and Standards Authority of India (FSSAI) requirements, before reaching customers.

Beyond Snack launches ZERO and VIBE

Beyond Snack, one of India's fastest-growing premium banana chips brands, announced the launch of Beyond Snack ZERO and Beyond Snack VIBE, two distinct additions to its portfolio that reflect the brand's continued pursuit of redefining the banana chips category.

Beyond Snack ZERO builds on the brand's belief that great banana chips start with great ingredients. Developed over four months, ZERO contains zero palm oil, zero preservatives, zero added colour and zero added refined sugar, while delivering the signature taste and crunch people know Beyond Snack for.

Beyond Snack VIBE introduces a new vertical-cut banana chip with Masala Mingle, developed for party and sharing occasions. Every element, from the distinctive cut and flavour profile to the pack sizes, was developed to create a distinctive snacking experience while staying true to the taste, texture and quality the brand is known for. VIBE is available across Blinkit, Zepto and Swiggy Instamart, as well as modern trade and retail outlets in metro cities in 50g packs at ₹50 and 100g packs at ₹100.

Banana chips are all we do, and every product we launch has to stay true to what people already enjoy about Beyond Snack. Whether it's ZERO or VIBE, our goal is always the same: to deliver the taste, texture and quality people expect from us while giving consumers another reason to choose Beyond Snack. said Mr. Manas Madhu, Founder and CEO, Beyond Snack.

Founded in 2020, Beyond Snack works with more than 200 farmers across Kerala and manages an integrated farm-to-pack supply chain. Today, the brand is available across quick commerce, modern trade, general trade and international markets, bringing Kerala's iconic Nendran banana chips to consumers across India and around the world.

Kouzina Food launches MOPP in Bengaluru

Kouzina Food Tech, has launched Mad Over Parathas & Pakodas (MOPP) in Bengaluru, marking the first step in the national expansion of the much-loved Delhi NCR comfort food brand.

The launch follows Kouzina's strategic investment in MOPP Foods and represents the company's vision of building scalable, technology-powered Indian food brands through its extensive cloud kitchen network, operational expertise, and technology platform.

Kouzina believes this presents a significant opportunity to build one of India's leading national brands centred around timeless favourites like parathas and pakodas, combining traditional recipes with modern culinary innovation and delivery-first operations.

Mr. Gautam Balijepalli, Co-founder of Kouzina Food Tech, said, Mad Over Parathas & Pakodas has already earned deep customer love in Delhi NCR through its exceptional food quality and differentiated product experience. Our goal is to preserve everything customers love about the brand while making it accessible to millions more consumers through Kouzina's technology platform, operational excellence, and nationwide kitchen network.

Ms. Geetika Anand Gupta, Co-founder of MOPP Foods, said, Mad Over Parathas & Pakodas was created with a simple vision, to elevate India's everyday comfort food into a premium, trusted, and delivery-friendly experience without compromising on authenticity. Watching a brand that was nurtured and loved by customers across Delhi NCR begin its national journey is an emotional milestone for us. With Kouzina's technology, operational expertise, and scale, we are confident that millions more customers across India will discover that traditional Indian food can be every bit as innovative, consistent, and exciting as any global cuisine.

Wild Date expands portfolio with premium Nut Butter collection

Healthy snacking brand Wild Date is expanding its product portfolio with the launch of its first range of premium nut butters this August, marking its entry into the fast-growing nut butter segment. Building on its existing lineup of snack bars, cookies and granola, the company aims to bring a flavour-led approach to the category with a collection of clean-label spreads designed to combine indulgence with mindful nutrition.

The inaugural range comprises Crunchy Cashew Butter with Matcha (200g), Almond Butter with Vanilla (200g), Peanut Butter with Dates (300g), Pumpkin Seed Butter with Almond Crunch (300g), and Chocolate Peanut Spread (300g). The products feature thoughtfully sourced ingredients and select variants are sweetened with alternatives such as dates and coconut sugar.

With the new launch, Wild Date is positioning itself beyond the traditional functional messaging associated with nut butters, which has largely focused on protein and fitness. Instead, the brand is targeting everyday consumers by offering versatile spreads that can be enjoyed on toast, blended into smoothies, mixed with oats, used in desserts or consumed directly.

Mr. Siddarth CS, Founder of Wild Date, said, at Wild Date, we've never wanted healthy eating to feel clinical or restrictive. Most products in this space are marketed around discipline, protein or diet culture. We wanted to create spreads that people genuinely enjoy, products that feel comforting, exciting and craveable, while still being made with thoughtfully chosen ingredients.

The launch aligns with growing consumer demand for products that offer both great taste and ingredient transparency. Wild Date said the new range reflects its broader philosophy of 'Making Good Food Fun Again,' extending its clean-label portfolio with products that make healthier eating more enjoyable and accessible.

The premium nut butter collection will be available from August through the Wild Date official website, Amazon, and leading quick-commerce platforms including BigBasket and JioMart.

Ching's Secret launches new Frozen Snack range

Ching's Secret has announced the launch of its all-new Frozen Range, expanding its portfolio with a convenient selection of ready-to-cook Desi Chinese-inspired snacks. The new range is designed to deliver the authentic flavours of popular street-food favourites while offering the convenience of quick preparation at home.

The frozen portfolio includes a variety of Momos, Spring Rolls, and Samosas, allowing consumers to enjoy restaurant-style snacks in just a few minutes. From juicy momos and crispy spring rolls to flavour-packed samosas, the range aims to satisfy cravings without compromising on taste or convenience.

Developed for today's fast-paced lifestyles, the products can be prepared directly from the freezer, offering an easy snacking solution for families, students and working professionals alike. The new Ching's Frozen Range is currently available on BigBasket in select cities, with a broader rollout expected in the coming months. With this launch, Ching's Secret continues to strengthen its presence in the frozen foods category while bringing its signature street-style Desi Chinese flavours to more consumers across India.

Aashirvaad launches OG Protein Solution – Sand Roasted Chana Sattu

Reinforcing its commitment to making nutritious everyday foods more accessible to Indian households, Aashirvaad strengthens its portfolio with the launch of Aashirvaad Chana Sattu across East India. The launch aligns with the brands broader focus on building products that are naturally rich in protein and fibre, catering to the growing demand for nutritious staples without compromising on affordability or authenticity.

Traditionally consumed across eastern India, Sattu has long been valued as a wholesome food that combines taste, satiety and nutrition. With consumers increasingly seeking foods that support healthier lifestyles, Sattu is witnessing renewed relevance as a natural source of protein and dietary fibre and because it contains essential minerals such as iron, zinc and magnesium, it is a simple, everyday nutritional choice for families.

Aashirvaad Chana Sattu is made from carefully sourced select and quality chana and prepared using the traditional sand-roasting process, which gives the distinctive roasted aroma, flavour and golden colour associated with authentic Sattu. Uniformly sand-roasted and finely ground for a smooth texture, it is suitable for a variety of traditional and everyday preparations.

Mr. Anuj Rustagi, Chief Operating Officer, Staples and Adjacencies, Foods Division, ITC Ltd., said, today, consumers are increasingly looking for nutritious foods that fit naturally into their daily diet without requiring a change in eating habits. Sattu is one such food valued for its taste, versatility and nutritional goodness. With Aashirvaad Chana Sattu, we are bringing the authenticity of this cherished regional staple together with the quality and trust of Aashirvaad, making it more accessible for consumers to enjoy the benefits of sattu as part of their daily diet.

Catering to regional preferences, Aashirvaad Chana Sattu has launched two distinct variants - Chana Sattu with Jeera in Bihar and Plain Chana Sattu in West Bengal and Jharkhand.

News Briefs

Centre Eyes GST Relief for High-Pulp Mango Drinks

A Centre-appointed expert committee has proposed linking concessional GST on mango beverages to their actual fruit content, recommending that only drinks containing 22-25% natural mango pulp should qualify for the current 5% GST rate. The move is aimed at reviving demand for Totapuri mango pulp, improving farm-gate prices and strengthening India's mango value chain.

The committee, Chaired by T. Damodaran, Director of the ICAR-Central Institute of Subtropical Horticulture (CISH), submitted its report to Agriculture Minister, Sh. Shivraj Singh Chouhan, who has directed officials to initiate inter-ministerial consultations on the recommendations.

The panel was constituted after a sharp decline in Totapuri mango prices this season across Andhra Pradesh, Tamil Nadu and Karnataka—the country's principal growing regions.
According to the committee, delayed procurement by processing units, inadequate pulp content in mango beverages sold in the domestic market and volatility in global pulp prices have together weakened demand and squeezed returns for growers.

To address the issue, the panel has recommended that beverages containing less than the proposed minimum pulp threshold should attract a higher GST rate, while products meeting the prescribed pulp content should continue to enjoy the concessional 5% tax. The proposal is expected to encourage greater use of Totapuri pulp in processed beverages while also improving their nutritional value.

The government plans to hold consultations involving the GST Council, FSSAI and the Ministries of Finance, Agriculture, Food Processing Industries and Health to finalise product standards and the revised tax framework.

Beyond taxation, the committee has proposed a series of structural reforms to stabilise the Totapuri market. These include the creation of a Central Coordination and Price Stabilisation Committee for Andhra Pradesh, Tamil Nadu and Karnataka to assess crop forecasts, processing demand, exports and market conditions ahead of every mango season and recommend indicative procurement prices.

The report also highlights the ageing Totapuri orchards in Andhra Pradesh's Chittoor, Tirupati, Annamayya and Kadapa districts and recommends rejuvenating plantations through top-working, or grafting existing trees with premium mango varieties such as Neelam, Alphonso, Himayat and Banganapalli. Additional measures include promoting Good Agricultural Practices (GAP), farmer training, demonstration plots and fruit-covering techniques to improve quality and reduce insect damage.

The committee has also called for a structured procurement system requiring registered processors in Andhra Pradesh to begin sourcing fruit from May 15 each year, alongside greater participation of Farmer Producer Organisations (FPOs) in value addition. It has suggested promoting products such as mango butter and seed-kernel derivatives to create new income streams for growers.

Agriculture Minister said the government would work with APEDA, ICAR and state governments to develop a coordinated marketing and export strategy for Totapuri mangoes and processed products. The overarching objective, he said, is to build a farmer-centric Totapuri value chain by aligning GST policy, food safety standards and state-level interventions, while enhancing the global competitiveness of Indian mangoes.
Source:- Agro & Food Processing Magazine

Karnataka explores tie-up with Maryland for recycling used cooking oil

Karnataka has reached out to Maryland, a state in the Mid-Atlantic and Southeastern regions of the United States. This was during a meeting at Washington DC where Mr. S.E. Sudheendra, Chairman, Karnataka State Bioenergy Development Board (KSBDB) met Mayland Governor Wes Moore.

The state is scouting for a possible collaboration to recycle used cooking oil into biodiesel and sustainable aviation fuel (SAF), with the aim of promoting a circular economy, reducing environmental pollution, enhancing energy security, and supporting the transition to cleaner and more sustainable transportation fuels, said Sudheendra. The main intent to recycle cooking oil is to improves public health and food safety. It discourages the illegal reuse of degraded cooking oil for food preparation, reducing associated health risks.

Converting such used cooking oil into biodiesel not only eliminates these hazards but also transforms a pollutant into a valuable clean energy resource, a model Karnataka has actively championed and one it hopes to extend through collaboration with Maryland, Sudheendra said.

The discussions with the Maryland Governor were primarily focussed on bioenergy, Compressed Bio-Gas (CBG), biodiesel, green hydrogen, and Sustainable Aviation Fuel (SAF). Cooking oil and industrial waste oil, when discarded into drains, soil, or water bodies, pose serious environmental and public health risks.

There are risks of illegally re-circulated used cooking oil into the food chain, causing severe health hazards including cardiovascular disease and various types of cancer, said the KSBDB chairman. He said, Moore emphasised that biofuels are of great importance and highly relevant in addressing global energy and climate challenges.

Our state is a national leader in promoting bioenergy by converting agricultural residues and biomass into valuable energy resources, thereby contributing to energy security and rural livelihood development, said Sudheendra who also met Maryland Lt Governor, Mr. Aruna Miller. American entrepreneur Ravi Puli who was also present at the meetings.

Source:- FnB News

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Up-Coming Events

Event : **Fi India-2026**
Dates : 26-08-2026 to 28-08-2026
Place : Bombay Exhibition Centre, Mumbai
For information, contact :
Mr. Mahesh Verma
E-mail:- Mahesh.verma@informa.com

Event : **Food India Expo-2026**
Dates : 09-09-2026 to 11-09-2026
Place : CIDCO Exhibition Centre, Navi Mumbai
For information, contact :
India Exposition Mart Ltd.
M:- 9711041215
E-mail:- info@foodindia.co

Event : **Indian Ice Cream Expo**
Dates : 10-09-2026 to 12-09-2026
Place : Chennai Trade Centre, Chennai
For information, contact :
Ms. Seema
M:- 7021555160
E-mail:- seema@advanceinfomedia.com

Event : **Anuga Select-2026**
Dates : 29-09-2026 to 01-10-2026
Place : Bombay Exhibition Centre, Mumbai
For information, contact :
Mr. Sameer Mithia
M:- 9819615657
E-mail:- s.mithia@koelnmesse-india.com

Event : **Food Vision Expo-2026**
Dates : 15-10-2026 to 17-10-2026
Place : Chennai
For information, contact :
Ms. Vaishali Arya
M:- 9911335153
E-mail:- vaishali@futuremarketevents.com

Event : **World Mithai Namkeen Convention**
Dates : 16-07-2026 to 18-07-2026
Place : Hitex Exhibition Centre, Hyderabad
For information, contact :
Advance Info Media & Events
M:- 8291918484
E-mail:- wmnc@advanceinfomedia.com