

File No: RCD-02004/1/2023-Regulatory-FSSAI-Part(5) E-11550  
Food Safety and Standards Authority of India  
(A Statutory body under Ministry of Health and Family Welfare)  
(Regulatory Compliance Division)  
FDA Bhavan, Kotla Road, New Delhi-110 002

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Dated, the 3<sup>rd</sup> June, 2024

To,

All Food Business Operators (FBOs)

**Subject: - Clarification regarding Selling/Marketing of Reconstituted fruit juices as '100% Fruit Juices'- reg.**

It has come to the notice of FSSAI that several Food Business Operators are selling/ marketing various types of Reconstituted Fruit Juices by claiming it as 100% fruit juices on their label.

2. As per the Food Safety and Standards (Advertising and Claims) Regulations, 2018, there is no provision of making a claim for "100% Fruit Juice". Further, the claim of "100%" is misleading and is not allowed under following conditions:

- where the major ingredient of the fruit juice is actually water and the ingredient (fruit), for which the claim is being made is only present in limited concentrations.

- Fruit juice is reconstituted using water and fruit concentrates/pulp.

3. The concerned Food Business Operator have to comply with the standard of Fruit juices as specified under sub-regulation 2.3.6 of Food Safety and Standards (Food Products Standards & Food Additives) Regulation, 2011 wherein it is clearly mentioned that the products covered by this Standard shall be labelled in accordance with the Food Safety and Standards (Labelling and Display) Regulations, 2020. In addition, in the ingredient list, the word "reconstituted" shall be mentioned against the name of the juice, which is reconstituted from the concentrate. The product shall be labelled as **Sweetened juice** if the added nutritive sweeteners are in **excess of 15 gm/kg**.

4. Hence, all the FBOs are instructed to remove the claim of 100% Fruit juices from the label and advertisement of the fruit juices, as mentioned above immediately. Further, all the existing pre-printed packaging materials shall be exhausted before 01.09.2024.

5. The concerned FBOs shall ensure strict compliance of the same with effect from the date of issuance of this direction.

6. This issues with the approval of the Competent Authority.

  
(Inoshi Sharma)

Executive Director (Regulatory Compliance)

To:

1. Commissioners of Food Safety of all States/UTs
2. Directors of all Regional Offices, FSSAI
3. CTO, FSSAI-with a request for uploading on the FSSAI website

Copy for information to:

1. Sr. PS to CEO, FSSAI
2. Advisor (S&S), FSSAI