

FAT FREE
LOW FAT

**NO
SUGAR
ADDED**

**40% LESS
FAT**
THAN REGULAR POTATO CHIPS*
*see back for details

**REAL
FRUIT**

MADE WITH
**WHOLE
GRAINS**

**100%
NATURAL**

**Cholesterol Free
Fat Free**

fresh

**GLUTEN
FREE**

CLAIMS & ADVERTISEMENT REGULATIONS CHANGE IN REGULATORY ENVIRONMENT

WHAT DOES IT MEAN

- “CLAIM” - REPRESENTATION (AUDIO/PRINTED/VISUAL) THAT EMPHASIZES PARTICULAR QUALITIES OF FOOD RELATED TO
 - ORIGIN
 - NUTRITIONAL PROPERTIES
 - NATURE
 - COMPOSITION.
 -
- “ADVERTISEMENT”
 - ANY AUDIO OR VISUAL PUBLICITY,
 - REPRESENTATION MADE BY ANY MEDIA LIKE TV, DIGITAL, WEBSITE, LEAFLET

CLAIMS – THE PRE ERA

- ❑ DEFINITION AND GENERAL GUIDANCE IN ACT
- ❑ DECEPTIVE CLAIMS CONSTRUED AS MISBRANDED FOOD-PENALTY DEFINED
- ❑ DEFINITIONS FOR NUTRITION CLAIM, HEALTH CLAIM, DISEASE RISK REDUCTION CLAIM ETC
- ❑ GENERAL REQUIREMENT – INFO ON PACK SHOULD NOT BE MISLEADING
- ❑ VERY FEW CLAIM CONDITIONS – SPREAD ACROSS E.G. TRANS FAT FREE, GLUTEN FREE ETC



FOOD SAFETY AND STANDARDS (ADVERTISING AND CLAIMS) REGULATIONS, 2018

- LONG JOURNEY FOR BOTH REGULATOR AND INDUSTRY
- RESULT OF ROUNDS OF BRAINSTORMING, DELIBERATION, PUBLISHED NOV 2018
- SCIENCE BASED, DRAWS INSPIRATION FROM INTERNATIONAL GUIDELINES LIKE CODEX, EU ETC
- TYPES OF CLAIMS, GENERAL REQUIREMENTS FOR CLAIMS. TRUTHFUL, MEANINGFUL, NOT ENCOURAGE EXCESS CONSUMPTION OF ANY FOOD.....
- SPECIFIC CONDITIONS FOR SPECIFIC CLAIMS LIKE LOW FAT, LOW GI, HIGH IN PROTEIN, NO ADDED SUGAR.....
- NUTRITIONAL AND HEALTH ATTRIBUTES BASED ON SCIENTIFIC JUSTIFICATIONS
- CLAIM CONDITIONS FOR NATURAL, FRESH, PURE
- SCOPE FOR APPROVAL OF DISEASE RISK REDUCTION CLAIMS
- ACTIONS FOR MISLEADING CLAIMS

TYPES OF CLAIMS

Nutrient content claim

Contains calcium

Nutrient comparative claim

Lower in fat.

Non addition claims

No added preservatives

- Emphasis on a specific nutrient
- Min nutrient delivery requirement
- Two levels
 - Source, contains
 - Rich, High
- Visibility on nutrient delivery on pack

- Comparison based
- Compared nutrient level of two foods
- Use similar foods for comparison
- With adequate qualifiers for clarity

- Ingredient & additive not added to the product
- Directly or indirectly
- Allowed by law and expected by consumer

TYPES OF CLAIMS

Equivalence Claims

Contains as much vitamin C as in 1 glass of orange juice

- ❑ Attempt to promote equality in value & amount of a nutrient in one food to another
- ❑ Reference food should be a known source of the nutrient

Nutrient function claim

Calcium supports bone development.

- ❑ Emphasis on physiological role of a nutrient in growth, development and other normal functions of body
- ❑ Should be based on scientific data
- ❑ Sufficient evidence to support the claimed benefit

Disease risk reduction claims

Low Sodium. Diets low in Sodium may reduce the risk of heart disease.

- ❑ Consumption of a particular nutrient or food as part of total diet reduce the risk of developing a disease or health condition
- ❑ Conditions and claims listed
- ❑ Any additional based on approval

OTHER CLAIMS

Product led claims

- Benefit directly attributed to product
- Must be based on statistical results from human intervention studies

Organic

- Sustainable agricultural practices
- Standards defined by NPOP
- More on ingredients and processes than on nutrition

Gluten free

- Choice based diet based for few
- Allergen risk for others
- Defines min threshold levels
- Gluten free by nature vs gluten free

PHRASE/WORDS AS CLAIMS

Natural

Fresh

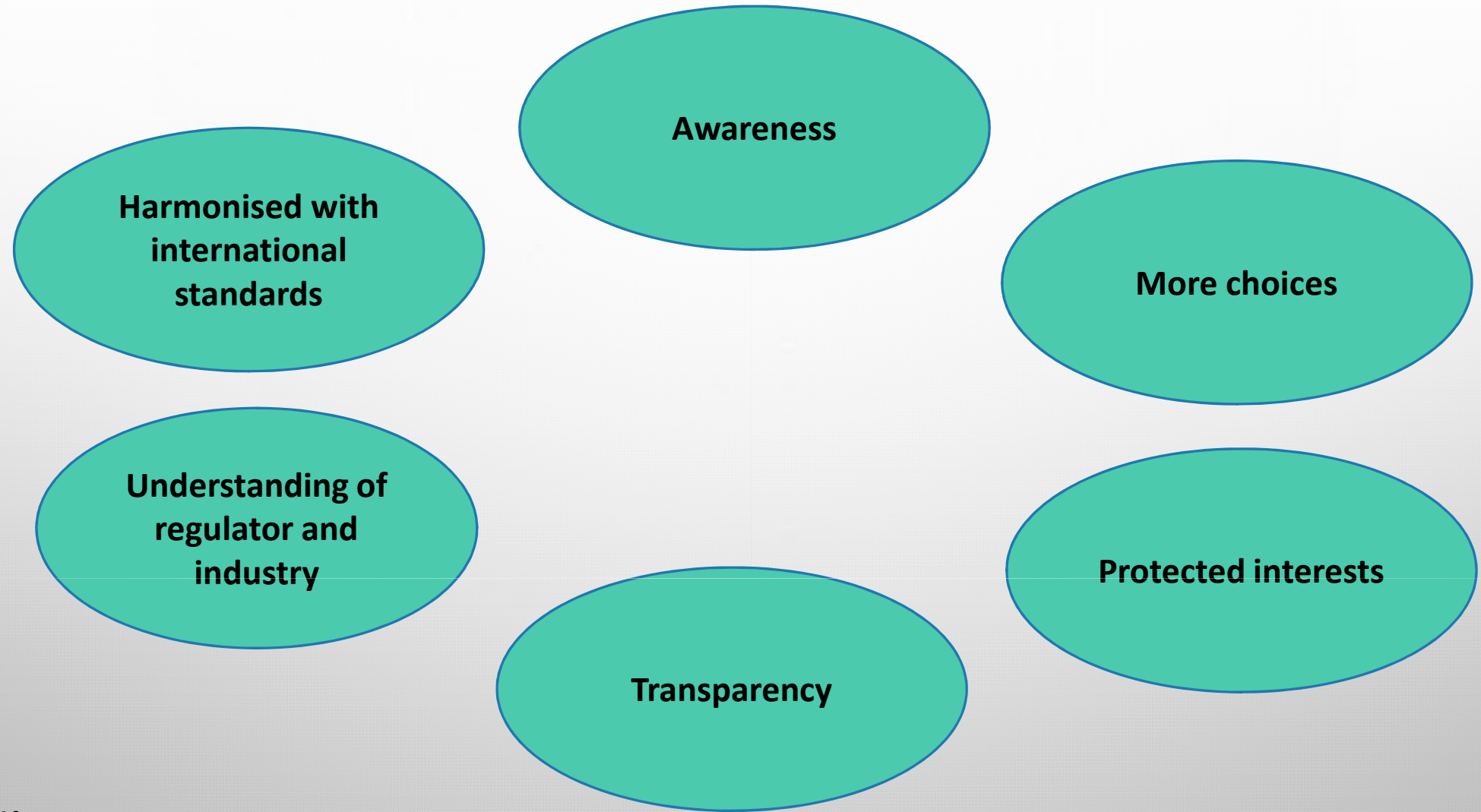
Pure

Authentic,
genuine, real

Traditional

Original

WHAT DOES IT MEAN FOR CONSUMER



WHAT DOES IT MEAN FOR INDUSTRY

Clarity

**Opportunity for
innovation and
renovation**

Science based

**Accountability &
Demands
Compliance**

Level playing field

THANKS