

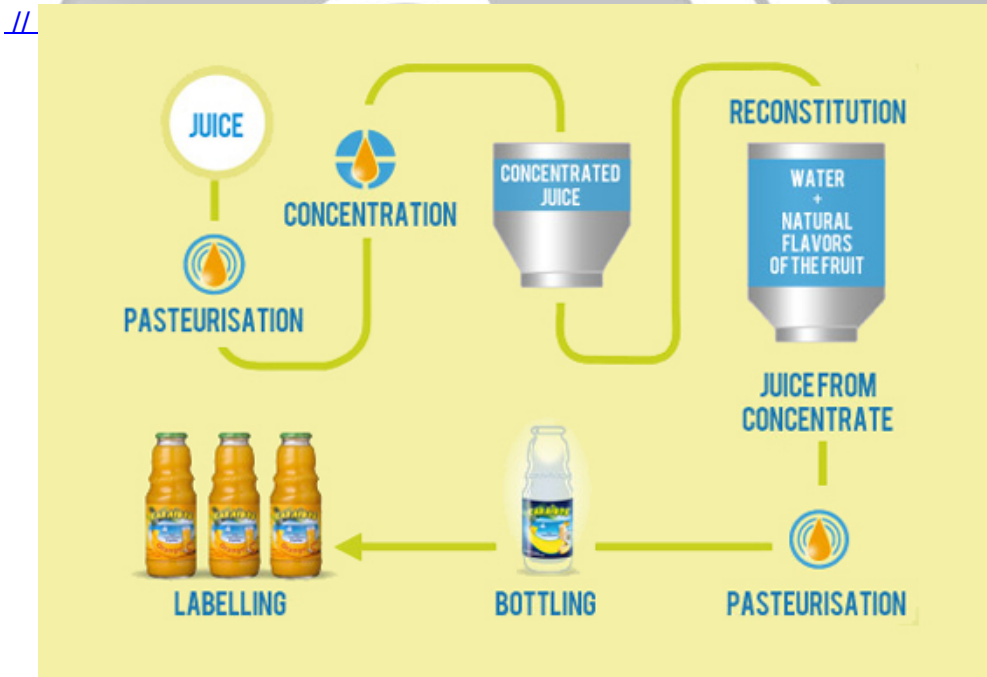


FSSAI Cracks Down on Misleading

[Source: TH](#)

Recently, the **Food Safety and Standards Authority of India (FSSAI)** has directed manufacturers (**Food Business Operators (FBOs)**) to remove "**100% fruit juice**" claims from products made with reconstituted juice.

- **Reconstituted juices** are made by adding water back to concentrated fruit juice.
- FSSAI aims to prevent misleading consumers who might believe they're getting pure, undiluted juice.
- **Key Regulations:**
 - **No "100% Juice" Claims:** As per **Advertising and Claims Regulations (2018)**, such claims are **not allowed** for any fruit juice product.
 - **"Reconstituted" Labeling: Food Products Standards & Additives Regulations (2011)** mandates that reconstituted juices must clearly state "reconstituted" in the ingredient list.
 - **Sweetener Transparency:** Juices with added nutritive sweeteners exceeding 15 gm/kg must be labeled "Sweetened Juice."
- **FSSAI**
 - Established under the [Food Safety and Standards Act \(2006\)](#).
 - An autonomous body under the **Ministry of Health and Family Welfare**.
 - **Mission:** Setting world-class food safety standards, promoting good manufacturing practices, and ensuring food businesses adhere to these regulations.



Read more: [Food Safety and Standards Authority of India \(FSSAI\)](#), [FSSAI to Streamline Food](#)

Safety Regulations

PDF Reference URL: <https://www.drishtias.com/printpdf/fssai-cracks-down-on-misleading-100-fruit-juice-claims>

