



43rd Flavi Updates

Flavi Dairy Solutions' Monthly Newsletter

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Welcome to Flavi Updates!

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- Beverage Giants Push Back Against PET Packaging Ban Deadline

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Tetra Pak Introduces Recycled Polymer Packaging in India

- ❖ Tetra Pak has taken a pioneering step in India's food and beverage industry by introducing packaging solutions made from certified recycled polymers. As the first company in the sector to adopt this sustainable innovation, Tetra Pak aims to reduce plastic waste while promoting a circular economy. By integrating recycled materials into its packaging, the company is responding to growing environmental concerns and meeting the increasing demand for eco-friendly alternatives. This initiative aligns with global sustainability goals and reinforces Tetra Pak's commitment to responsible production practices.
- ❖ The introduction of recycled polymer packaging is expected to have a ripple effect across the industry, encouraging other players to follow suit. With stricter environmental regulations and rising consumer awareness, companies are under pressure to transition toward greener solutions. Tetra Pak's move not only sets a benchmark for sustainability but also highlights the importance of industry-wide collaboration in reducing plastic dependency. As businesses seek innovative ways to minimize their environmental footprint, the adoption of recycled materials could become a defining trend in packaging.



- ❖ Tetra Pak's recycled polymer initiative paves the way for sustainable packaging advancements. With evolving technology and government support, more companies may adopt eco-friendly solutions. This move proves that sustainability and business growth can thrive together.

DNA-Based Bio-Code: The Future of Food Fraud Detection

- ❖ Food fraud is a growing concern in the global supply chain, with counterfeit products causing significant financial losses and health risks. A revolutionary DNA-based bio-code technology is now offering a natural and fool proof method to trace food authenticity. This cutting-edge innovation uses DNA markers to create a unique bio-trace that can verify the origin and integrity of food products. Unlike traditional tracking methods, DNA-based bio-codes cannot be tampered with, making them a game-changer in food safety.
- ❖ This new technology is particularly useful for high-value food items such as organic produce, premium meats, and specialty ingredients. By integrating DNA markers directly into food products, companies can ensure real-time tracking throughout the supply chain. Consumers and regulatory bodies can easily authenticate products, reducing the risk of mislabeled or adulterated goods. The bio-code system not only enhances food security but also strengthens brand reputation by ensuring transparency.
- ❖ As food fraud continues to pose challenges worldwide, DNA-based bio-codes provide an innovative and sustainable solution for safeguarding food authenticity. By leveraging nature's own blueprint, this technology sets a new benchmark in food safety. Its adoption by food manufacturers and retailers will play a vital role in restoring consumer trust and ensuring a more reliable global food network.

World's First Lab-Made Whole Cow Milk: A Game-Changer in Dairy?

- ❖ Boston-based Brown Foods has achieved a groundbreaking milestone by introducing the world's first lab-made whole cow milk. This innovative product replicates the nutritional profile and taste of traditional cow milk without relying on dairy farms. By leveraging cellular agriculture, Brown Foods has created an ethical and sustainable alternative that could disrupt the global dairy industry.

- ❖ Lab-made dairy offers numerous advantages, including reduced greenhouse gas emissions, lower land usage, and ethical production without animal exploitation. As concerns over climate change and animal welfare intensify, such advancements provide a viable solution for the future of dairy consumption. Consumers who seek environmentally friendly choices without compromising on taste and nutrition may soon have a revolutionary new option on supermarket shelves.
- ❖ While lab-made dairy is still in its early stages, regulatory approvals and consumer acceptance will determine its commercial success. If widely adopted, this technology has the potential to reshape the global dairy market, challenging traditional milk producers to rethink their sustainability strategies. The rise of lab-made whole cow milk marks a new chapter in food innovation, blending science with sustainability.



Coca-Cola Enters Prebiotic Soda Market with Simply Pop

- ❖ Coca-Cola has officially launched "Simply Pop," a new prebiotic soda aimed at tapping into the growing functional beverage market. With health-conscious consumers increasingly seeking gut-friendly drinks, Simply Pop is set to compete directly with brands like Olipop and Poppi, which have gained popularity for their digestive health benefits. The new product blends fruit flavors with prebiotic ingredients, offering a refreshing alternative to traditional sodas while promoting gut health.



- ❖ The move marks Coca-Cola's strategic expansion into the health-focused beverage sector, reflecting shifting consumer preferences toward drinks that offer more than just refreshment. As the demand for functional beverages rises, major corporations like Coca-Cola are looking to innovate and capture a share of this booming market. With Simply Pop, Coca-Cola aims to strike the perfect balance between taste and health benefits, catering to the modern consumer's evolving needs.

FDA Removes Coconut from Major Allergen List

- ❖ In a landmark decision, the U.S. Food and Drug Administration (FDA) has officially removed coconut from its list of major allergens. This move is expected to simplify food labeling requirements and encourage the use of coconut-based ingredients in new product formulations. Previously classified under tree nut allergens, coconut's delisting acknowledges scientific evidence that it does not pose the same risk as other tree nuts for most individuals with nut allergies.
- ❖ The decision benefits food manufacturers by reducing regulatory hurdles, allowing greater flexibility in product development. It also provides clarity for consumers who may have been avoiding coconut due to its previous classification. With this regulatory shift, the use of coconut-based ingredients is likely to rise, especially in plant-based, dairy-alternative, and functional food categories.

Ultrasonic Antifouling by Go Straw Agitate: A Game-Changer for Dairy Industry Efficiency

- ❖ Fouling in the dairy industry remains a persistent challenge, with milk proteins and other components accumulating on the surfaces of heat exchangers, membrane filters, milk pipelines, and evaporators. These deposits not only reduce plant efficiency but also increase energy consumption and necessitate frequent cleaning. To address this issue, European dairy plants are increasingly adopting ultrasonic antifouling technology developed by Go Straw Agitate, Hungary. This innovative system utilizes ultrasonic transducers that emit ultrasound waves at an optimal frequency to slow down deposit build-up.



- ❖ By preventing fouling, the technology enhances operational efficiency, reduces downtime, and significantly lowers the carbon footprint of dairy processing facilities. As the industry moves towards sustainable solutions, ultrasonic antifouling is proving to be a game-changer in improving both productivity and environmental impact.

Mitsubishi Electric India Invests in Software Startups for Industrial Growth

- ❖ Mitsubishi Electric India is making a strategic move by investing in software startups to enhance its automation and industrial solutions. As the manufacturing sector embraces digital transformation, the company aims to develop cutting-edge software that integrates seamlessly with its automation technologies.

- ❖ This initiative aligns with the increasing demand for smart manufacturing, where efficiency, precision, and sustainability are key priorities. By fostering innovation through software-driven automation, Mitsubishi Electric India is positioning itself as a leader in the evolving industrial landscape.
- ❖ In addition to software investments, the company is expanding its footprint across multiple industries, including automotive, food & beverage, and pharmaceuticals. With automation playing a crucial role in these sectors, Mitsubishi Electric's enhanced software solutions can optimize production, reduce waste, and improve overall operational efficiency. The investment highlights the growing importance of industrial software as a core driver of innovation in manufacturing.
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Mitsubishi Electric Strengthens Dairy Automation for Optimized Production

- ❖ Dairy processing facilities require high levels of automation to ensure consistent quality, hygiene, and efficiency. Mitsubishi Electric is playing a crucial role in modernizing dairy automation by providing cutting-edge equipment and software solutions. From temperature control to packaging automation, the company's technology ensures that dairy products maintain their freshness while streamlining production workflows. This investment in automation is essential for meeting the increasing demand for dairy products in both domestic and international markets.

- ❖ One of Mitsubishi Electric's key contributions is its advanced control systems that help dairies maintain precise processing conditions. By integrating smart sensors and AI-driven analytics, dairy producers can optimize energy consumption, reduce downtime, and prevent contamination risks. These automation solutions also enhance traceability, ensuring that every step of production meets regulatory and consumer safety standards.
- ❖ As dairy production scales up to meet global consumption trends, automation will continue to be a critical component of the industry. Mitsubishi Electric's ongoing innovation in automation equipment ensures that dairy manufacturers can achieve higher productivity while maintaining superior product quality. The company's focus on advanced technology reinforces its commitment to supporting the food and beverage sector with smarter, more efficient production systems.



Amul's Largest Curd Plant Set to Boost Dairy Growth in Kolkata

- ❖ Amul, India's dairy giant, is making a major investment in Kolkata with the launch of its largest curd production facility. This plant aims to transform the dairy industry in West Bengal by significantly increasing production capacity and ensuring the delivery of fresh, high-quality curd to consumers. The initiative aligns with Amul's aggressive expansion strategy, reinforcing its position as a market leader in India's dairy sector.



- ❖ As urban consumers continue to shift towards packaged dairy products, Amul's new facility will streamline the supply chain while maintaining strict quality control. The plant's advanced processing technology will help extend shelf life, reduce wastage, and improve efficiency in distribution. This development highlights Amul's commitment to meeting growing consumer demand while adapting to evolving market trends.
- ❖ Beyond business growth, the investment is set to have a profound socio-economic impact by supporting dairy farmers, creating employment opportunities, and enhancing dairy infrastructure in the region. By boosting the local dairy ecosystem, Amul is not only strengthening its brand presence but also contributing to the overall development of India's dairy industry.

UFlex Group Expands Beverage Packaging Production to Russia's Smolensk Region

- ❖ India's UFlex Group is set to make a significant mark in the global packaging industry by expanding its beverage packaging production to the Smolensk region of Russia. This strategic move strengthens the company's international footprint while catering to the growing demand for sustainable and innovative packaging solutions in the region. UFlex has been a pioneer in flexible packaging, and this expansion reinforces its vision of global growth.

- ❖ By establishing operations in Russia, UFlex aims to tap into a lucrative market while contributing to sustainable packaging innovations. The initiative not only enhances trade relations between India and Russia but also supports eco-friendly packaging alternatives in the beverage sector. As global companies prioritize sustainability, UFlex's expansion aligns perfectly with the industry's evolving needs.

ITC Acquires Prasuma: A Bold Move in the Processed Food Market

- ❖ ITC, one of India's leading consumer goods giants, has announced its acquisition of Prasuma, a well-known name in premium processed food. This strategic acquisition, set to be completed over three years, strengthens ITC's presence in the frozen and ready-to-eat food segment. By integrating Prasuma into its portfolio, ITC aims to tap into the growing demand for high-quality, convenient food options among Indian consumers.



- ❖ With urban lifestyles shifting towards quick and easy meal solutions, ITC's move is well-timed. The acquisition also positions the company as a formidable competitor against other processed food giants. By leveraging Prasuma's strong market presence and ITC's extensive distribution network, this deal has the potential to reshape India's processed food industry.

Dabur's ₹550 Crore Investment in Madhya Pradesh: A Bold Growth Strategy

- ❖ Dabur India has announced a massive ₹550 crore investment plan in Madhya Pradesh, marking one of its most ambitious expansion initiatives. The investment will focus on enhancing manufacturing capabilities and increasing production capacity to meet the rising demand for its products. As a leading FMCG brand, Dabur's expansion highlights its confidence in India's growing consumer market.
- ❖ By strengthening its production infrastructure, Dabur aims to maintain its competitive edge in the Ayurveda and natural healthcare segment. The investment will also generate employment opportunities, benefiting the regional economy. With India's FMCG sector witnessing rapid growth, Dabur's strategic move ensures that it remains a key player in the evolving market landscape.



Nestlé India to Invest ₹1,100 Crore in KitKat Production at Sanand Factory

- ❖ Nestlé India is making a significant investment of ₹1,100 crore to expand its manufacturing capabilities by setting up a new KitKat production line at its Sanand factory in Gujarat.

- ❖ This move aligns with Nestlé's strategy to scale up operations in response to the increasing demand for its confectionery products in India. The Sanand facility, already a key manufacturing hub, will see enhanced capacity and technological advancements to support large-scale production.
- ❖ The expansion not only strengthens Nestlé's position in the growing chocolate and wafer segment but also reflects the company's commitment to India as a major market. With KitKat being one of Nestlé's flagship brands, the investment will enable faster production cycles, improved supply chain efficiencies, and potential job creation in the region. The decision highlights the brand's long-term vision of meeting evolving consumer preferences with sustained innovation.



ITC Expands FMCG Empire with \$1.4 Billion Acquisition of MTR Foods & Eastern Condiments

- ❖ ITC has made a major move in the Indian food industry by acquiring MTR Foods and Eastern Condiments for a staggering \$1.4 billion. This acquisition strengthens ITC's foothold in the fast-growing packaged food sector, allowing it to compete more aggressively with established players in the spice, ready-to-eat, and convenience food categories. By integrating MTR's strong presence in South Indian cuisine with Eastern Condiments' expertise in spices, ITC is poised to dominate the segment.

- ❖ This strategic purchase is in line with ITC's long-term vision of diversifying beyond tobacco and expanding its FMCG business. The deal enhances ITC's product portfolio and distribution network, reinforcing its position in the highly competitive Indian food market. As consumer demand for convenience foods rises, ITC's investment is expected to drive innovation, brand synergy, and increased market penetration.

McDonald's to Establish First Global Capability Center in India

- ❖ McDonald's is set to establish its first Global Capability Center (GCC) in India, reinforcing the country's status as a major operational and technological hub. This initiative will support McDonald's global business functions, focusing on technology development, digital solutions, and supply chain management.
- ❖ India's growing digital ecosystem and skilled workforce make it an attractive destination for multinational corporations looking to optimize operations. The new GCC will enhance McDonald's ability to drive efficiencies and innovation across its global markets. This move also signifies India's increasing importance in the global fast-food industry, not just as a consumer base but as a center for business excellence.

Government Opens Applications for Food Processing Unit Incentives

- ❖ The Ministry of Food Processing Industries (MoFPI) has invited applications for incentives aimed at setting up new food processing units across India. As part of its push to strengthen the sector, the initiative offers financial support to businesses investing in food production, packaging, and value addition.



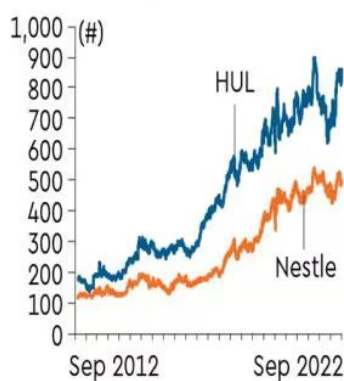
The advertisement features a central text box with a white background, flanked by vertical images of food processing equipment and ingredients. At the top, the MoFPI logo is displayed. The text reads: 'Ministry of Food Processing Industries is inviting applications for setting up of Food Processing Units under CEFPIC Scheme. Submit your applications at <https://sampada-mofpi.gov.in/>. Last date for submission 28th March 2025'. At the bottom, there are icons representing various food processing machines like a mixer, grinder, and packaging equipment.

- ❖ With the food processing industry playing a crucial role in India's agricultural economy, these incentives are expected to boost job creation and technological advancements. Entrepreneurs and investors in the sector can leverage these schemes to enhance production capabilities and expand market reach. By fostering innovation and industrial growth, the government aims to position India as a global leader in food processing.

Nestlé India vs. Hindustan Unilever: The Battle for FMCG Dominance

Stock price performance

(HUL vs Nestle)



Source: Company Data, I-Sec research



- ❖ Nestlé India and Hindustan Unilever (HUL) are two of the biggest names in India's FMCG sector, constantly competing for market dominance. While Nestlé has a stronghold in dairy, nutrition, and instant food products, HUL leads in personal care and packaged food. With changing consumer preferences and rising disposable incomes, both companies are continuously innovating to capture a larger market share.
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Sahyadri Farms: Can It Become the Amul of Fruits?

- ❖ Sahyadri Farms, India's largest farmer collective for horticulture, is making waves in the agricultural sector with its innovative business model. Often compared to Amul for its farmer-centric approach, the cooperative is revolutionizing fruit and vegetable supply chains by integrating technology, infrastructure, and digital solutions. By ensuring fair pricing and eliminating middlemen, Sahyadri Farms is empowering farmers while delivering high-quality produce to consumers.
- ❖ As India's agricultural sector undergoes transformation, Sahyadri's success story offers a blueprint for other farmer-led initiatives. If it continues on this trajectory, the cooperative could establish itself as a dominant player in India's fresh produce industry, much like Amul did in dairy. Its focus on digital integration and infrastructure development makes it a model for sustainable and profitable farming.



Maaza Joins Coca-Cola's Billion-Dollar Club in India

- ❖ Coca-Cola's iconic mango drink, Maaza, has become the company's third billion-dollar brand in India, joining the ranks of Thums Up and Sprite. This milestone underscores the growing demand for fruit-based beverages in the Indian market, where mango drinks hold a special cultural significance. Maaza's success is attributed to its consistent taste, strong brand recall, and strategic marketing efforts that resonate with Indian consumers.

- ❖ The achievement highlights Coca-Cola's ability to localize its product strategy while maintaining global standards. As consumer preferences shift toward non-carbonated drinks, Coca-Cola's investment in Maaza aligns with the increasing popularity of fruit-based, natural beverages. With Maaza now a billion-dollar brand, Coca-Cola is expected to further expand its product range in the fruit drink category to strengthen its leadership in India's beverage market.



Jubilant Bhartia Group Seeks Offshore Investors for Coca-Cola India Deal

- ❖ The Jubilant Bhartia Group is in talks with offshore investors to secure funding for its ambitious Coca-Cola India deal. As one of India's most recognized business conglomerates, Jubilant Bhartia's interest in the beverage sector signals a strategic move to strengthen its presence in the FMCG market. By bringing in foreign investment, the group aims to leverage global expertise and financial backing to navigate the competitive beverage landscape.
- ❖ Coca-Cola India, a dominant player in the country's soft drinks market, remains an attractive business prospect due to its expansive distribution network and brand equity.

- ❖ The potential deal aligns with the rising demand for non-alcoholic beverages, where both domestic and international players are vying for market share. Securing the right investor will be key in determining the deal's structure and long-term success.
- ❖ If the investment materializes, it could reshape the Indian beverage market, fostering innovation and expansion. With consumer preferences shifting towards healthier and functional drinks, strategic partnerships like this could help Coca-Cola India and Jubilant Bhartia explore new product categories while solidifying their market position.

Record-Breaking ₹40 Crore Indian Cow: The Legacy of Andhra's Elite Breed

- ❖ A recent livestock auction in India set a global record when a prized Indian cow from Andhra Pradesh was sold for a staggering ₹40 crore. This remarkable sale has drawn attention to the rare and highly valued breed, known for its superior genetics, milk-producing capacity, and adaptability to local conditions. Indian cattle have long been revered for their heritage and economic significance, and this historic auction further cements their status as a global treasure.



- ❖ The cow - Viatina-19 - was sold for Rs 40 crore at an auction in Minas Gerais, Brazil in 2023. The cow reportedly weighs around 1,101 kg, twice the average weight of other cows of the same Nellore breed. The 53-month-old stands out for her gorgeous white fur, loose skin, and a noticeable hump on her shoulders.
- ❖ Beyond its monetary value, the ₹40 crore cow represents India's deep-rooted agricultural traditions and the importance of preserving native breeds. With advancements in breeding technology and government initiatives to support dairy farming, India continues to play a pivotal role in the global livestock industry. This sale is not just a financial milestone—it's a testament to the enduring legacy of Indian cattle breeds and their unmatched contribution to the dairy sector.

Makhana: Bihar's Superfood Gains Global Recognition

- ❖ The makhana, or fox nut, is on the verge of becoming Bihar's next big agricultural export. Recognized for its nutritional value and growing demand in health-conscious markets, the government is pushing for international recognition of makhana through structured policy support. With the Makhana Board now operational, efforts are underway to boost production, ensure quality control, and expand export channels.



- ❖ Makhana farming has long been a vital economic activity in Bihar, but recent advancements in processing and branding have opened new avenues for global reach.

- ❖ The government's focus on value addition, coupled with increased farmer participation, is expected to drive makhana into premium health food categories. As India strengthens its footprint in the global superfood market, Bihar's makhana could become a major player in the industry.

Union Budget 2025-26: Bihar Gets Makhana Board and NIFTEM Expansion

- ❖ The Union Budget 2025-26 has earmarked key developments for Bihar, including the establishment of a dedicated Makhana Board and the expansion of the National Institute of Food Technology Entrepreneurship and Management (NIFTEM). The initiatives aim to strengthen food processing infrastructure, enhance research, and provide greater market access to local farmers and food entrepreneurs.
- ❖ The Makhana Board will play a pivotal role in streamlining production, ensuring quality standards, and expanding export opportunities for the nutritious fox nut. Meanwhile, NIFTEM's expansion in Bihar will facilitate skill development, innovation, and business growth in the region's food sector. These moves signal the government's intent to boost agribusiness and processing industries in Eastern India, positioning Bihar as a key hub for food innovation.

Aavin Dairy Inaugurates Value-Added Product Facility in Thanjavur

- ❖ Aavin, Tamil Nadu's leading dairy brand, has inaugurated a new facility in Thanjavur dedicated to producing value-added dairy products. This modern unit is set to enhance the state's dairy processing capabilities by introducing a range of high-demand products such as flavored milk, yogurt, paneer, and cheese. The initiative aligns with the government's efforts to strengthen the dairy industry, boost rural livelihoods, and cater to evolving consumer preferences for convenient and nutritious dairy-based offerings.
- ❖ With a focus on innovation and quality, the new plant is poised to position Tamil Nadu as a key player in India's growing value-added dairy segment. This investment reflects a broader trend in the dairy industry, where brands are shifting from traditional milk sales to premium, processed dairy products that offer higher profitability and consumer appeal.

Chocolate Recall in the US Raises Safety Concerns

- ❖ The US Food and Drug Administration (FDA) has issued a high-risk recall of a chocolate product that has been linked to potentially deadly contamination across nine states. The recall, now classified under the highest risk level, raises serious concerns about food safety in the confectionery industry. With chocolate being a widely consumed treat, such recalls highlight the importance of stringent quality control measures to prevent hazardous products from reaching consumers.

McDonald's Finland Rolls Out Fibre-Based Lids Ahead of Schedule

- ❖ McDonald's Finland is taking a significant step towards sustainability by introducing fibre-based lids for its beverages ahead of schedule. In a bid to reduce plastic waste, the fast-food giant is replacing traditional plastic lids with eco-friendly alternatives that cater to both hot and cold drinks. This move aligns with the company's global sustainability strategy and reinforces its commitment to reducing single-use plastics across its supply chain.



- ❖ The transition to fibre-based lids is part of a broader trend where global food brands are adopting greener packaging solutions. By making this switch earlier than planned, McDonald's Finland sets a precedent for other markets to accelerate their sustainability efforts. As consumer preferences shift toward environmentally responsible brands, initiatives like this strengthen McDonald's brand image while contributing positively to the planet.

Economic Survey 2025 Recommends Health Tax on Ultra-Processed Foods

- ❖ India's Economic Survey 2025-26 has proposed the introduction of a "health tax" on ultra-processed foods (UPFs) to curb rising health concerns linked to excessive consumption. The recommendation aims to discourage unhealthy eating habits and promote nutritious alternatives, following the global trend of levying higher taxes on products high in sugar, salt, and unhealthy fats.
- ❖ With lifestyle diseases like obesity and diabetes on the rise, policymakers are considering economic disincentives to reduce dependency on heavily processed foods. If implemented, this tax could reshape the food industry, pushing brands to reformulate products and focus on healthier options. The proposal aligns with the broader public health strategy to make India's food ecosystem more sustainable and health-conscious.

WHO's New Sodium Guidelines: A Step Towards Healthier Diets

- ❖ The World Health Organization (WHO) has released updated sodium intake guidelines, emphasizing the need to reduce excessive salt consumption globally. With sodium being a major contributor to high blood pressure and cardiovascular diseases, the new recommendations stress limiting processed foods and advocating for clear sodium labeling on packaged goods. The guidelines also encourage food manufacturers to reformulate their products with lower sodium levels to promote better public health.
- ❖ Excessive sodium intake has been linked to various health risks, including hypertension, strokes, and heart disease. WHO's initiative aligns with the broader movement toward healthier eating habits and increased awareness of dietary choices. Governments and food regulators worldwide are expected to implement stricter sodium reduction policies, ensuring consumers make more informed decisions about their food consumption.

Government Forms Committee to Curb Misleading Food Advertisements

- ❖ The Indian government has established a 19-member committee under the Food Safety and Standards Authority of India (FSSAI) to tackle misleading advertisements in the processed food sector. With increasing concerns over deceptive claims related to health benefits, nutritional values, and ingredient transparency, this move aims to enforce stricter regulations on food marketing practices. The committee will assess food labelling standards and ensure that companies provide accurate information to consumers.
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High Court Issues Notice to FSSAI on Cancer Warning Labels for Alcohol

- ❖ The Delhi High Court has issued a notice to the Food Safety and Standards Authority of India (FSSAI) regarding a Public Interest Litigation (PIL) that seeks mandatory cancer warning labels on alcoholic beverages.

- ❖ The petition argues that alcohol consumption is a known carcinogen, and consumers should be informed of its health risks through explicit labeling, similar to tobacco products.
- ❖ This legal challenge could have significant implications for the alcohol industry in India, potentially leading to stricter regulations and packaging norms. If enforced, the new labeling requirements could impact branding and marketing strategies for alcohol companies. The case highlights a growing push toward public health awareness, reflecting global trends where several countries have introduced similar measures to curb alcohol-related health risks.

Beverage Giants Push Back Against PET Packaging Ban Deadline

- ❖ Major beverage companies are gearing up for a legal battle against the government's new deadline to phase out PET packaging bottles. With PET (Polyethylene Terephthalate) being a widely used packaging material in the beverage industry, companies argue that the transition timeline is too aggressive and could disrupt supply chains. Industry leaders emphasize that PET is recyclable, and rather than banning it outright, the focus should be on improving recycling infrastructure and waste management.
- ❖ The government's decision is part of a broader sustainability push to reduce plastic pollution. However, beverage giants warn that an abrupt ban could lead to increased costs and product shortages, ultimately affecting consumers. Alternatives such as glass and aluminum are being considered, but they pose logistical and cost challenges compared to PET, which is lightweight, durable, and widely used.
- ❖ The standoff between beverage giants and regulators underscores the challenge of balancing sustainability with business needs. Companies seek a phased transition, emphasizing time for research and infrastructure upgrades. The outcome in the coming months will reveal if legal action reshapes this regulatory shift.