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Strong regulatory framework needed for dairy beverage segment in India

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Dairy beverages is one of the fastest-growing beverage segments in India, and it is essential to make a strong regulatory framework for them. This was stated by Akshada Anil Bane, technical officer, FSSAI, Mumbai, during her presentation, titled Dairy-based beverages - Latest in regulations: Horizontal and vertical standards with labelling requirements, at a FSSAI seminar on the regulatory framework concerning beverages in India, held on the third and final day of drink technology India (dti) 2018 in Mumbai.

She added, “India is the topmost producer of milk and milk products, and the country’s dairy industry is expected to maintain a compound annual growth rate (CAGR) of 15 per cent until 2020.” Bane also mentioned the objectives laid down by the apex regulator for setting science-based standards for articles of food and to regulate their manufacture, storage, distribution, sale and import to ensure the availability of safe and wholesome food for human consumption.



“Harmonisation is a significant step taken to make global standards to create a robust system. There is an ongoing demand for review of the these standards taking into account the latest developments in food science, food consumption patterns, new specifications, the presence of new contaminants and toxins as well as the use of new food additives and ingredients required by the producers and manufacturers,” she added.

R D Kokane, vice-president, West Zone, Indian Dairy Association (IDA), in his opening remarks said, “ Indian beverages, such as nimbu pani, are better than all branded beverages in India.” He added that the country’s apex regulator had started Clean Street in Ahmedabad, based on the regulatory framework and innovations in foods. Kokane stated that self-regulation was the issue the industry was facing nowadays.

Consultant Smita Murty made a presentation on the latest trends in carbonated beverages. It commenced with the trends driving the carbonated beverage sector today, wherein she explained health and wellness, social media engagement, regulations, convenience and innovation. To summarise, she said that taste and health benefits were both important, and added that clean labels, healthier ingredients, more eco-friendly packaging, functional benefits and innovative ingredients are going to find their way into beverages.

While Sukanya Pondungala, technical officer, FSSAI, Mumbai, spoke on the latest regulatory requirements for carbonated and non-carbonated drinks, Rucha Salekar, technical officer, FSSAI, Mumbai, spoke about New regulations for alcoholic beverages - An overview of regulatory requirements.

There is a huge increase in the income levels, acceptance of packaged foods and beverages, healthy and organic choices, nutraceuticals, prebiotic and probiotic foods and traditional foods.

This was stated by Nilesh Lele, president, AFST(I) Mumbai chapter, during his presentation, titled Latest Trends in Non-Carbonated Beverages: A Start-up Perspective.

He also threw light on the current trends in non-carbonated beverages whose sugar content is a hot topic all over the world; allergen-free; vegan/protein-based beverages; adult soft drinks; naturally-brewed tea; flavoured water, HPP, and malted drinks like Horlicks and Boost. Lele added that nutraceuticals were added in Section 22 of the Food Safety and Standards Act, 2011. He stated that non-alcoholic beverages, which are worth about Rs 2 lakh crore in the market, and gave clarifications on hot beverages, carbonated beverages, powdered drinks, health drinks and juices, mineral water and flavoured water. He mentioned the consumption pattern of all beverages, and narrated the success stories of players like Manpasand Beverages, Paper Boat (Hector Beverages) and Raw Pressery.