

Draft Regulations Governing the Labeling of Prepackaged Beverages Claimed to Contain Fruit and/or Vegetable Juice

1. These proposed regulations are drafted pursuant to Article 17, Paragraph 1, Subparagraph 6 of the Act Governing Food Sanitation.
2. Scope of Application: Packaged beverages of which the packaging bears the names and/or images (illustrations) of fruit and/or vegetable and sold for direct consumption.
3. A prepackaged beverage which contains at least 10% of fruit and/or vegetable juice shall explicitly declare the juice content percentage of fruit/vegetable on the front of the package in accordance with CNS 2377 “Fruit and Vegetable Juice Products (Packaged).”
4. Where the beverage contains less than 10% of fruit and/or vegetable juice , it shall be declared on the front of the package with the text “fruit (vegetable) juice content less than 10%”, or explicitly indicate the fruit/vegetable juice content percentage as an alternative.
5. Prepackaged beverages contain no fruit or vegetable juice, but are sold as fruit or vegetable flavored beverages shall be labelled in accordance with the following requirements:
 - 5.1 Where the “name” of a product include a fruit or vegetable name, the product name shall explicitly state “taste”, “flavored”, or other synonymous terms; moreover, the front of the package shall visibly declare “no real fruit or vegetable juice contained” or other synonymous terms.
 - 5.2 Where the product name does not contain a fruit or vegetable name, but images (illustrations) of fruit or vegetable are manifested or names of fruits or vegetables are indicated on the outer packaging, it is required that the front of the package shall explicitly declare “no real fruit or vegetable juice contained” or other synonymous terms.
6. For mixed or assorted fruit and vegetable juice beverages (containing a total of at least 10% fruit and vegetable juice), the product name shall meet the following requirements:
 - 6.1 If a product name includes one or several fruit or vegetable, the total juice content of the fruit or vegetable shown on the product name should consist at least 50% of the mixed or assorted fruit or vegetable juice; where two or more fruit or vegetables are included in the product name, their respectively contents shall be indicated in descending order of weight.
 - 6.2 If the product name does not show all the fruit or vegetable added in the product, the

product name shall declare the word “assorted”.

6.3 If the product name does not imply the name of fruit or vegetable in the beverage, indication of the word “assorted” shall not be required.

7. The foregoing “ the juice content percentage of fruit/vegetable”, “no fruit or vegetable juice contained”, “fruit and vegetable juice content less than 10%”, or other synonymous terms shall be printed in a color different from the background color for clarity. The font size should comply with the related part of CNS 2377.
8. These draft regulations are planned to come into effect on July 1, 2015 (Date of Production).