



LABELLING OF FRUIT JUICES AND RELATED PRODUCTS



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Food Safety
AUTHORITY OF IRELAND

The purpose of this leaflet is to provide a user-friendly source of information for all interested parties – producers, consumers and enforcement officers.

This leaflet should not be taken as an authoritative statement or interpretation of the law. It has been produced with the aim of providing informal, non-statutory advice and should be read in conjunction with the Council Directive and the national enforcement Regulations.

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Introduction

New legal requirements on the composition and the labelling of fruit juices and certain similar products will come into effect across the European Union on 12 July 2004. (Products produced and labelled before 12 July 2004 under Directive 93/77/EEC may continue to be marketed until stocks run out). The legal basis for the new requirements is EU Council Directive 2001/112/EC relating to fruit juices and certain similar products intended for human consumption. Fruit for these purposes means all fruits with the exception of tomato.

The purpose of Directive 2001/112/EC is to harmonise rules on fruit juices across the European Union and to align them with general Community legislation on foodstuffs, particularly legislation on labelling, colouring, sweeteners and other authorised additives.

The Minister for Agriculture and Food, Joe Walsh T.D. has made Regulations entitled European Communities (Marketing of Fruit Juices and Certain Similar Products) Regulations 2003 (S.I. No. 240 of 2003). These Regulations transpose Directive 2001/112/EC into Irish law and provide the Irish authorities with powers of enforcement, such as rights of officers authorised for the purposes of the Regulations to enter premises etc., creation of offences for prosecution in the Irish courts and the provision of penalties for non-compliance with the Directive.

In addition to Directive 2001/112/EC the following Directives should be consulted for specific requirements on food labelling and additives:

- Directive 2000/13/EC on the approximation of the laws of the Member States relating to the labelling, presentation and advertising of foodstuffs transposed into law by S.I. No. 483 of 2002
- Directive 2001/111/EC of 20 December 2001 relating to certain sugars intended for human consumption transposed into law by S.I. No. 289 of 2003
- Directive No 95/2/EC of 20 February 1995 on food additives other than colours and sweeteners transposed into law by S.I. No. 288 of 1999
- Council Directive 90/496/EEC of 24 September 1990 on nutrition labelling for foodstuffs transposed into law by S.I. No. 388 of 1993
- Directive 94/35/EC of 30 June 1994 on sweeteners for use in foodstuffs transposed into law by S.I. No. 344 of 1995

Products Covered

The Directive sets compositional and labelling requirements for five designated products namely:

- **Fruit Juice**
- **Fruit Juice from Concentrate**
- **Concentrated Fruit Juice**
- **Dehydrated/Powdered Fruit Juice**
- **Fruit Nectar**

Each of these products must meet the compositional standards laid down and may only be marketed under the correct designated name. Non-conforming products may not use these reserved names. In this way the consumer is guaranteed authenticity of product.

The Directive also sets out specific rules for labelling each of the five products over and above the general rules for pre-packaged goods.

The following labelling information is mandatory under the general labelling rules.

- The name under which the product is sold i.e. orange juice or orange juice from concentrate.
- The list of ingredients.
- The net quantity.
- The date of minimum durability.
- Any special storage instructions.
- The name or business address of the manufacturer or packager, or of a seller within the EU.
- Place of origin of the foodstuffs if its absence might mislead the consumer to a material degree.
- Instruction for use where necessary.

The name of the product, the date of minimum durability and the net quantity must appear on the label **in the same field of vision**. In addition all references to the product regardless of the position on the label must include the product's designation.

Where the product comprises a single ingredient only (e.g. orange juice without any other ingredients such as sugar or extra pulp or cells) a list of ingredients is not required.

In accordance with Article 2 of the general labelling Directive 2000/13/EC, claims, which may mislead the consumer, must not appear on labels. This would rule out suggestions that the product possesses special characteristics, for example statements such as 'No added sugar' 'Low fat', when in fact all similar products possess such characteristics.

In addition, Ascorbic Acid when used as an anti-oxidant must be labelled as such and not as "added vitamin C".

Fruit Juice

Composition:

Fruit juice is the extracted juice of fruit, which has not been concentrated.

Permitted Ingredients, Additives and Treatments:

Only flavour, pulp and cells from juice, which are separated during processing, may be restored. In other words, Fruit Juice may not contain any artificial flavours, colours and additives other than carbon dioxide and acidifying agents permitted in European Parliament and Council Directive No 95/2/EC of 20 February 1995 on food additives. In addition vitamins and minerals may be added subject to compliance with Directive 90/496/EEC on nutrition labelling for foodstuffs transposed into law by S.I. No. 388 of 1993.

Certain limited treatments are permitted and are listed in Annex I of the Directive.

Sugar (as defined in Council Directive 2001/111/EC) may be added to fruit juice other than pear or grape juice subject to the following limits:

- for regulating acidic taste, the quantity of sugar added, expressed as dry matter may not exceed 15g per litre of juice and must be listed in the ingredients.
- for sweetening purposes, the quantity of sugar added, expressed as dry matter, may not exceed 150g per litre of juice. If a product has been sweetened by the addition of sugars (in excess of 15g per litre), the sales name must include the term 'sweetened' or 'with added sugar' followed by an indication of the maximum quantity of sugar added, calculated as dry matter and expressed in grams per litre.
- the total amount of sugar added for both regulating acid and sweetening may not exceed 150g per litre.

Labelling:

In addition to the general labelling requirements specified in Page 4, the product **must be** sold under the name **fruit juice**,

- in the case of a juice obtained from one fruit, the word *fruit* must be substituted by the name of the fruit used i.e. apple juice, orange juice etc.
- where two or more fruits are used in the product, the name must be supplemented by a list of the fruits used in descending order of composition i.e. apple and pear juice or orange and grapefruit juice.
- where three or more fruits are used, the list of the fruits used may be replaced by the words “several fruits” or similar wording.

The list of ingredients must indicate that pulp or cells have been added except in the case where this has been done for the purposes of restoring the product to its original state.

Fruit Juice From Concentrate

Composition:

Fruit juice from concentrate is a product, which has been obtained by replacing in the concentrated fruit juice water extracted from that juice during concentration, and restoring the flavours, and, if appropriate, pulp and cells lost from the juice but recovered during the process of producing the fruit juice in question or of fruit juice of the same kind. The water added must display appropriate characteristics, particularly from the chemical, microbiological and organoleptic viewpoints, in such a way as to guarantee the essential qualities of the juice.

The product thus obtained must display organoleptic and analytical characteristics at least equivalent to those of an average type of juice obtained from fruits of the same kind within the meaning of fruit juice (page 6).

Permitted Ingredients, Additives and Treatments:

Certain limited treatments are permitted and are listed in Annex I of the Directive.

Sugar (as defined in Council Directive 2001/111/EC) may be added to fruit juice other than pear or grape juice subject to the following limits:

- for regulating acidic taste, the quantity of sugar added, expressed as dry matter may not exceed 15g per litre of juice and must be listed in the ingredients.
- for sweetening purposes, the quantity of sugar added, expressed as dry matter, may not exceed 150g per litre of juice. If a product has been sweetened by the addition of sugars (in excess of 15g per litre), the sales name must include the term 'sweetened' or 'with added sugar' followed by an indication of the maximum quantity of sugar added, calculated as dry matter and expressed in grams per litre.
- the total amount of sugar added for both regulating acid and sweetening may not exceed 150g per litre.

Labelling:

In addition to the general labelling requirements specified in Page 4, this product **must be** sold under the name **fruit juice made from concentrate**. The term **“from concentrate”** forms part of the name of this product and must not be omitted from the name on any part of the packaging.

- in the case of a juice obtained from one fruit, the word *fruit* must be substituted by the name of the fruit used i.e. apple juice from concentrate, orange juice from concentrate etc.
- where two or more fruits are used in the product, the name must be supplemented by a list of the fruits used, in descending order i.e. apple and pear juice from concentrate or orange and grapefruit juice from concentrate.
- where three or more fruits are used, the list of the fruits used may be replaced by the words “several fruits” or similar wording.
- in the case of a mixture of fruit juice and fruit juice from concentrate the label must bear the words “partially made with concentrate(s)” and these words must appear in the same line of vision as the designated name.
In addition the quantity of concentrate used must be expressed as a percentage of the product and must appear on the label (QUID).

The list of ingredients must indicate that pulp or cells have been added except in the case where this has been done for the purposes of restoring the product to its original state.

Concentrated Fruit Juice

Composition:

Concentrated fruit juice is the product obtained from fruit juice of one or more kinds by the physical removal of a specific proportion of the water content. Where the product is intended for direct consumption that removal will be of at least 50 %.

Permitted Ingredients, Additives and Treatments:

Certain limited treatments are permitted and are listed in Annex I of the Directive.

Sugar (as defined in Council Directive 2001/111/EC) may be added to fruit juice other than pear or grape juice subject to the following limits:

- for regulating acidic taste, the quantity of sugar added, expressed as dry matter may not exceed 15g per litre of juice and must be listed in the ingredients.
- if a product has been sweetened by the addition of sugars (in excess of 15g per litre), the sales name must include the term 'sweetened' or 'with added sugar' followed by an indication of the maximum quantity of sugar added, calculated as dry matter and expressed in grams per litre.
- the total amount of sugar added for both regulating acid and sweetening may not exceed 150g per litre.

Labelling:

In addition to the general labelling requirements specified in Page 4, this product **must be** sold under the name **concentrated fruit juice**,

- in the case of a juice obtained from one fruit, the word *fruit* must be substituted by the name of the fruit used i.e. concentrated apple juice, concentrated orange juice etc.
- where two or more fruits are used in the product, the name must be supplemented by a list of the fruits used, in descending order i.e. concentrated apple and pear juice or concentrated orange and grapefruit juice.

- where three or more fruits are used the list of the fruits used may be replaced by the words “several fruits” or similar wording.

The labelling of concentrated fruit juice not intended for delivery to the final consumer must mention the presence of, and quantity of added sugars, lemon juice or acidifying agents.

The list of ingredients must indicate that pulp or cells have been added except in the case where this has been done for the purposes of restoring the product to its original state.

Dehydrated/Powdered Fruit Juice

Composition:

Dehydrated/Powdered Fruit Juice is the product obtained from fruit juice of one or more kinds by the physical removal of virtually all the water content.

Permitted Ingredients, Additives and Treatments:

Certain limited treatments are permitted and are listed in Annex I of the Directive.

Sugar (as defined in Council Directive 2001/111/EC) may be added to fruit juice other than pear or grape juice subject to the following limits:

- for regulating acidic taste, the quantity of sugar added, expressed as dry matter may not exceed 15g per litre of juice and must be listed in the ingredients.
- for sweetening purposes, the quantity of sugar added, expressed as dry matter, may not exceed 150g per litre of juice. If a product has been sweetened by the addition of sugars (in excess of 15g per litre), the sales name must include the term 'sweetened' or 'with added sugar' followed by an indication of the maximum quantity of sugar added, calculated as dry matter and expressed in grams per litre.
- the total amount of sugar added for both regulating acid and sweetening may not exceed 150g per litre.

Labelling:

In addition to the general labelling requirements specified in Page 4, this product **must be** sold under the name **Dehydrated/Powdered fruit juice**,

- in the case of a juice obtained from one fruit, the word *fruit* must be substituted by the name of the fruit used i.e. Dehydrated/Powdered apple juice, Dehydrated/Powdered orange juice etc.

- where two or more fruits are used in the product, the name must be supplemented by a list of the fruits used, in descending order i.e. dehydrated/powdered apple and pear juice or dehydrated/powdered orange and grapefruit juice.
- where three or more fruits are used the indication of the fruits used may be replaced by the words “several fruits” or similar wording.

The list of ingredients must indicate that pulp or cells have been added except in the case where this has been done for the purposes of restoring the product to its original state.

Fruit Nectar

Composition:

Fruit nectars are products obtained by adding water and sugar and/or honey to fruit juice, fruit juice from concentrate, concentrated fruit juice, dehydrated/powdered fruit juice, fruit purée or a mixture of these products, which also meet the requirements in Annex IV of the Directive. Minimum limits of fruit juice are laid down for fruit juice which would otherwise be unpalatable in its natural state and for fruit juice palatable in its natural state. For example, cranberry juice at 100% would be unpalatable in its natural state, and it may only be sold under the name ‘cranberry nectar’ at a minimum concentration of 30%. Apple juice, however, is palatable in its natural state but may only be sold under the name ‘apple nectar’ at a minimum concentration of 50%.

Permitted Ingredients, Additives and Treatments:

The addition of sugars and/or honey is permitted up to 20% of the total weight of the finished product. Where fruit nectars are manufactured without added sugar or with low energy value, sugars may be replaced wholly or partially by sweeteners in accordance with EU Directive 94/35/EC on sweeteners for use in foodstuffs.

Labelling:

In addition to the general labelling requirements specified in Page 4 this product **must be** sold under the name **fruit nectar**,

- in the case of a juice obtained from one fruit, the word *fruit* must be substituted by the name of the fruit used i.e. apple nectar, orange nectar etc.
- where two or more fruits are used in the product, the name must be supplemented by a list of the fruits used, in descending order i.e. apple and pear nectar or orange and grapefruit nectar.
- where three or more fruits are used the indication of the fruits used may be replaced by the words “several fruits” or similar wording.

- a fruit nectar obtained entirely or partly from one or more concentrated products, must bear the words “made with concentrate(s) or “partially made with concentrate(s)” and must appear in the same line of vision as the designated name. In addition the quantity of concentrate used must be expressed as a percentage of the product and must appear on the label (QUID).

The labelling must indicate the minimum content of fruit juice, fruit puree or any mixture of those ingredients, by the declaration “fruit content...% minimum. This information must be located in the same field of vision as the product name.

The list of ingredients must indicate that extra pulp or cells have been added where this is the case. It is not necessary to show the addition of pulp or cells where this has been done for the purposes of restoring the product to its original state.

Other Products:

Consumers may wish to note that these new rules, which apply to the designated fruit juice products meeting the compositional quality standards set out in Directive 2001/112/EC, apply equally to fruit juice or fruit juice from concentrate used as an ingredient in another product. The General labelling rules apply in their totality to such products containing fruit juice or fruit juice from concentrate. The list of ingredients of such products should indicate the presence of fruit juice or fruit juice from concentrate as appropriate.

Queries and Clarification

Copies of this document are available on the websites below and any queries regarding the labelling and/or composition of fruit juice and related products may be made to:

Food Division, Department of Agriculture and Food,
Kildare Street,
Dublin 2
Phone 6072303
Fax 6072038
Website: www.agriculture.gov.ie

or

Food Safety Authority of Ireland
Abbey Court
Lower Abbey Street
Dublin 1
Phone 8171300
Fax 8171301
Website: www.fsai.ie
Email: info@fsai.ie

