All Liquor Bottles Will Soon Have Message On Them Warning Against Drunk Driving

India top food regulator FSSAI is all set to make it mandatory for all liquor bottles to have a message against drunk driving. However, it has also turned down the proposal of pictorial warning against the same on the line of tobacco products. The development came after the direction of Delhi High Court, which has asked Food and Safety Standard Authority of India (FSSAI) to look into this after an NGO filed petition against drunken driving.
“We carried out consultations on the issue and also studied global practices. However, we came to the conclusion that liquor manufacturers in other countries, too, are not mandated by food regulators to have such messages or warnings and decide on their own,” Pawan Agarwal, chief executive officer, FSSAI was quoted by The New Indian Express.

We have however decided to ask for mandatory text warnings on liquor bottles against drunken driving after it is approved by the government,” he added.

Sources said that the decision comes following a meeting between FSSAI officials, representatives of several liquor brands and civil society members in which designs of six designs of pictorial warnings were discussed. “While four designs were proposed by the NGO CADD, interestingly two of the liquor brands, also had come up with two designs but most other brands put their feet down and said they don’t want such a rule,” a source told the newspaper.