

CeSRAC NEWSLETTER

JUNE-DEC 2020

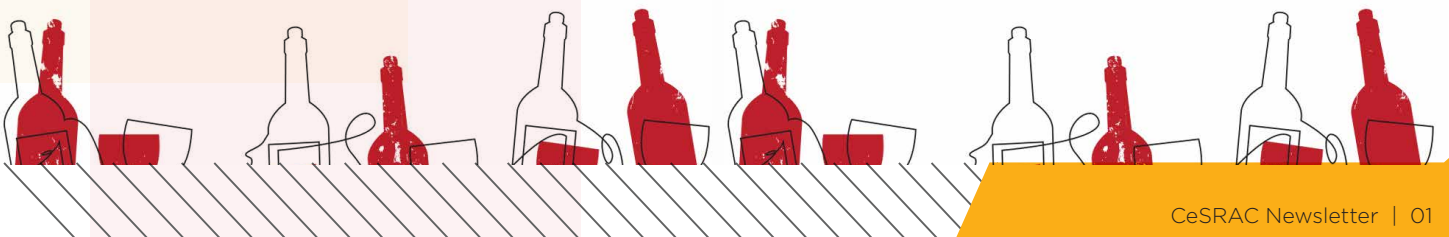
Background

The CeSRAC progress in 2020 has created a positive perception of CeSRAC as an Initiative to promote Science based principles, in FSSAI and the Alcohol Industry. With the COVID19 crisis impacting the industry, many planned events were transitioned to virtual mode.

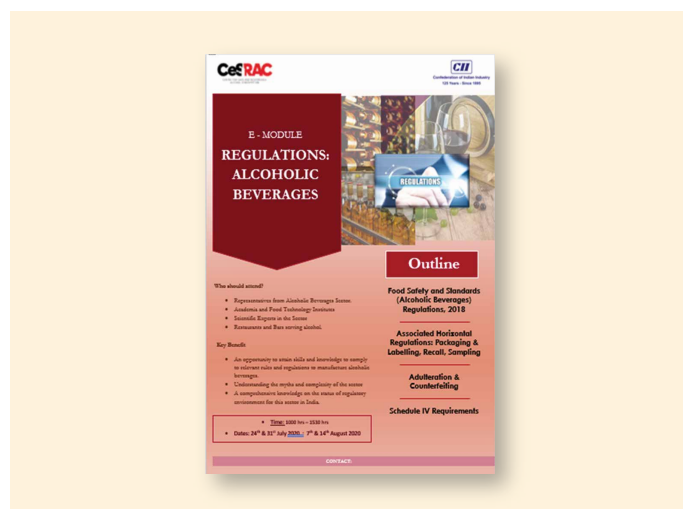
The Master Trainer Program and the FBO training programs on Regulations in the Alcobev Industry

During the year, the Centre with active involvement of Senior official of the Food Safety and Standards Authority of India A(FSSAI) Standards Division, focussed on building capacity of Food Business Operators (FBOs) and Institutions associated in this sector in the area of Regulations for Alcoholic Beverages. In this regard it executed a cascading program which involved:

Training of the Trainer's (TOT) followed by FBO Training programs with FSSAI vetted Training content on regulations in Alcoholic Beverages sector during



the period of July– September 2020. The sessions were organized with Industry and FSSAI faculty involving Designated officers and Authorized officers of FSSAI helped promote an aligned interpretation of the Regulations and a comprehensive knowledge on the status of regulatory environment for this sector in India. More than 200 FBOs were covered through these programs. The training content developed under CeSRAC and vetted by FSSAI in May 2020 was utilized in all these virtual sessions.



1st CeSRAC Stakeholder E-forum

With a sustained focus on bringing in global practices on creating an ecosystem for Alcoholic beverage sector to facilitate Scientific developments, Regulations and Standards setting process, advanced testing & analytical methods, application of additives and processing aids and others in line with global standards, through a network of key scientific & standard setting bodies and National and International experts, the 1st Stakeholder e- Forum of CeSRAC was organized in November on Leveraging Scientific Developments, Global Standards, Best Practices & Collaborations for Strengthening the Standards Setting Process for Alcoholic Beverages. It was attended by Regulators and FBOs of the sector.

The 1st CeSRAC Stakeholder E-forum had the CEO FSSAI Dr Arun Singhal deliver the keynote address. Dr Anu Appaiah chair of the FSSAI Scientific Panel on Alcobev along with international experts from OIV, SWRI, Spirits Europe, Diageo and Pernod Ricard deliberated on the key aspects related to Leveraging Scientific Developments, Global Standards, Best Practices & Collaborations for Strengthening the Standards Setting Process for Alcoholic Beverages



Key Takeaways

Ensure Product Integrity

- ☑ New Technologies for Authenticity Checking
- ☑ Develop Cheap techniques/ Handheld devices to detect counterfeit products without opening the bottle in the market in collaboration with Academia
- ☑ Review Global best Practices for Validation
- ☑ Develop Gold Standards for Authenticity Checking
- ☑ Pass on Gold Standards and Techniques labs to promote Advancements in Lab space on Authenticity Checking
- ☑ Develop methods to eliminate sampling errors in the marketplace

Consumer Empowerment and Awareness Building of Stakeholders on Responsible Alcohol Consumption

- ☑ Strengthen Consumer Empowerment through Awareness on Responsible Drinking including topics like effects, interaction with drugs, how to consume it.
- ☑ Make use of the collaterals developed and 'Stay Not Out' Promotions
- ☑ Involve State and Central Govt to reduce the gap

Safety Assessment of Additives and Processing Aids

- ☑ Go by Codex for Safety Assessment of Additives
- ☑ There is a shift from using Processing Aids to Physical treatment using New Technology

Standard Setting Process

- ☑ OIV Develops standards, works on harmonisation with Codex.
- ☑ Methods are also validated

Promoting Open Innovation

- ☑ Collaboration with Academia, Industry, Regulator
- ☑ Explore alternative and Indigenous Raw material for product premiumisation

Responsible Product Innovation for Affordable options and elimination of spurious Liquor

- ☑ Manage Local and Regional Products through documentation setting standards for these
- ☑ Review standards for denatured spirits
- ☑ Create a more responsible Environment

Way Forward

- ☑ Dates of the 2nd CeSRAC Stakeholder E-forum to be finalised in the next Meeting with ISWAI (The broad theme proposed as 'Assuring Safety of Alcobev in Transportation, Distribution and Retail chain.)
- ☑ Strengthen Consumer Empowerment and Awareness Building of Stakeholders on Responsible Alcohol Consumption

MILESTONES ACHIEVED

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| Q3 2020 | Training content approval and its deployment through conducting ToT's on Regulatory Compliance. | Q4 2020 | 1st Stakeholder Forum Best Practices Session with International Experts (Nov, 2020) |
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CeSRAC Upcoming Key Activities

Q1 – Q2 (2021) Activities

Reports & Publications

Jan– May 2021

FSMS Guidance Document for Alcobev Sector (with HACCP Plans and other Food Safety Systems)
Guidance document for Alcobev Sector on Schedule 4 Part II, FSSR 2011

Consumer Empowerment Programs

June 2021

A training module on Safe & Responsible Serving of Alcohol & Hygiene has been developed for sensitization of licensees and staff selling, offering or serving liquor for general, on-premises, late night and packaged liquor. Information dissemination on Responsible Drinking through website, e certificate courses, Social media platforms as applicable

Best Practices Platforms: Proposed Stakeholder Forums (Biannually)

May 2021

Theme for the 2nd CeSRAC Stakeholder Forum

Assuring Safety of Alcoholic Beverages at the Market Place using Technology and Stakeholder Collaboration

