

Voluntary Report – Voluntary - Public Distribution

Date: May 13, 2021

Report Number: SN2021-0002

Report Name: Singapore Announces New Nutri-Grade Labeling and Advertising Regulations

Country: Singapore

Post: Singapore

Report Category: Beverages, Policy and Program Announcements, Dairy and Products

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Report Highlights:

Singapore is seeking feedback and/or comments from stakeholders on draft amendments to labeling and advertising requirements for “Nutri-Grade beverages” sold in Singapore. The new requirements would take effect on June 30, 2022.

Summary and Background

On April 1, Singapore notified the Nutri-Grade Beverage system to the World Trade Organization (WTO) Committee of Technical Barriers to Trade (TBT) as G/TBT/N/SGP/59 (Attachment 1). The Nutri-Grade is a scoring system establishing nutrition labels based on sugar and saturated fat thresholds for pre-packaged, non-alcoholic beverages while also placing marketing restrictions on products with lower Nutri-Grade scores. Prior to the notification, in March 2020, Singapore's Ministry of Health (MOH) published a fact sheet, "Supporting Singaporeans to Care for their Health and Wellbeing," with most of the information included in the notified measure (Attachment 2). The fact sheet and the notified measure state that front-of-package nutrition labeling will be required for beverages that receive "C" and "D" grades and optional for beverages that receive "A" and "B" grades. The measure also notes that advertisements would be prohibited for beverages in the "D" category. Singapore's notification proposes June 30, 2021, as the adoption date and June 30, 2022, as the entry into force date. See Attachment 3, "Consultation on Draft Food (Amendment) Regulations 2021," for more information on the proposed regulation.

The new measure would affect a wide variety of pre-packed beverages, including soft drinks, sweetened and some flavored teas and coffees, juices, energy drinks, and milk-based beverages. According to the fact sheet, 70 percent of pre-packaged beverages sold in Singapore would be affected by mandatory labeling, and 20 percent would be subject to advertising prohibitions.

Submissions and/or comments or feedback on the proposed draft regulations should reach the Ministry of Health and Health Promotion Board no later than 60 days from the date of Singapore's notification to the WTO TBT Committee via email to the following address: Nutri-Grade@hpb.gov.sg

Attachments:

[World Trade Organization Notification G TBT N SGP 59.docx](#)

[Ministry of Health 2020 Fact Sheet Supporting Singaporeans to Care for their Health and Wellbeing.pdf](#)

[Consultation on Draft Food \(Amendment\) Regulations 2021.pdf](#)