

SGS sign HEYTEA agreement to set benchmarks in nutritional labelling

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SGS announced the signing of a groundbreaking agreement with HEYTEA to support the development of a 'New-style Tea Health Labeling System' that ensures safety, quality and transparency in tea beverages. Signed at the seventh China International Import Expo (CIIE), it strengthens a long-term partnership between our two companies that began in 2019.

Under the terms of the agreement, SGS will continue to work together on quality assurance and food safety to elevate the industry benchmark for product excellence. Among the services SGS will provide to HEYTEA are third-party testing of products and raw ingredients, store hygiene audits and nutritional assessments. These cover a range of factors, including caloric content, caffeine levels, tea polyphenols, erythritol and total sugars.

This comprehensive testing suite enables HEYTEA to openly disclose its nutritional components to consumers via its 'electronic ingredient list'. Launched in 2023, this feature provides consumers with a clearer understanding of ingredients to enable better purchasing decisions.

The collaboration also aligns with HEYTEA's plans for global expansion, aimed at meeting rising consumer demand for health-conscious beverages. SGS will provide a range of services to support its plans, including hygiene audits and sampling in overseas stores, guidance on relevant standards and regulations, and regulatory compliance support. Our solutions are helping HEYTEA build consumer trust while ensuring compliance with local regulations in places such as the US, South Korea, Japan, Australia and the UK.