

## Sri Lanka introduces new food & beverage regulations

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The Sri Lankan government has announced new restrictions on marketing food and beverages to children, which will take effect on January 1, 2025, under the Food (Labelling & Advertising) Regulations 2022.

According to the statement from the Ceylon Chamber of Commerce, the Chamber, through its Food & Beverage Steering Committee, played a significant role in developing these regulations by providing insights on food science, nutrition, international regulatory practices, and legal frameworks during a consultation process that lasted over a decade with the Ministry of Health.

According to the new rules, the industry must ensure that children under the age of 12 are not featured in advertisements for food and beverage products. Furthermore, these products cannot be advertised or promoted to children under 12 without prior approval from the Ministry of Health.

Additionally, updated food labelling requirements will be implemented on July 1, 2025. These changes are designed to provide consumers with essential information, including nutritional values and detailed ingredient lists, enabling them to make informed food choices. These updates aim to address gaps in the regulations established in 2005 and align the framework with international standards.