

Saudi to implement new food rules for transparency and consumer health

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The Saudi Food and Drug Authority (SFDA) has announced the imminent implementation of new food technical regulations. These regulations are designed to enhance food transparency and provide consumers with comprehensive information when dining out, empowering them to make informed nutritional decisions.

The SFDA noted that, starting July 1, 2025, food establishments will be mandated to display detailed nutritional information on their menus. This includes placing a "saltshaker" label next to meals high in sodium as a clear guide; disclosing the caffeine content of beverages; and indicating the estimated time required to burn off the calories from a meal.

These requirements apply to all menus, whether physical or online, and extend to online food ordering platforms.

Through these initiatives, the SFDA aims to promote healthier food options, encourage a balanced lifestyle, and help consumers track their salt and caffeine intake against approved health recommendations. The World Health Organisation (WHO) advises adults to reduce sodium intake to no more than 5 grams of salt per day (equivalent to one teaspoon). For caffeine, the recommendation is not to exceed 400 mg per day for adults and 200 mg for pregnant women.