

Indian Liquor Cos May Seek Separate FSSAI Standard for Single Malt Whisky

PTI

New Delhi: Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI for a separate standard for the Indian single malt whisky, that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards.

This move is aimed at maintaining the sanctity and reputation of Indian single malt whisky-- now exported to 60 countries -- and Indian producers are discussing the move, according to the Confederation of Indian Alcoholic Beverage Companies (CIABC), the industry body of domestic AlcoBev manufacturers



Distillers are also working to secure a geographical indication tag to boost brand credibility

The Indian distillers are also taking steps to get a geographical indication tag for their single malt whisky, which would enhance the brand's credibility and standards.

While the sale of Indian single malt whisky rising in high double digits in the country -- the world's largest whisky market -- the industry is also facing a challenge to keep a check on the emergence of smaller single malt whisky brands.

According to CIABC Director General Anant S Iyer, the definition of FSSAI is that it should be malt-based, but it does not define single malt. Single malt whisky means that it should come from single distillery and not multiple ones. Those not following proper standards should be restrained from claiming themselves as Indian single malt whisky, Iyer said.

"We believe that FSSAI should amend its regulations to include a separate standard applicable to Indian single malt whisky, which will also help maintain its sanctity and reputation," Iyer added.