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Liquor firms mull approaching food regulator for separate standards for single malt whiskey

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Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI (Food Safety and Standards Authority of India) for a separate standard for the single malt whiskey that is rapidly scaling with the ongoing trend of premiumisation and has won several prestigious international awards.

This will help maintain the

sanctity and reputation of Indian single malt whiskey — now exported to 60 countries — and Indian producers are discussing the move, according to Confederation of Indian Alcoholic Beverage Companies (CIABC), the industry body of domestic AlcoBev manufacturers.

The Indian distillers are also taking steps to get a geographical indication tag for their single malt whiskey that will enhance the brand's credibility and standards.

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

SINGLE DISTILLERY

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 whiskey means it should come from single distillery. Those not following proper standards should be restrained from claiming themselves as Indian single malt whiskey, Iyer said.

“Producers who are not following the required standards can be restrained from calling it Indian single malt whiskey. It will also help maintain the sanctity and reputation of Indian single malt whiskey,” Iyer told PTI.