

New front warning labeling

Dear clients and friends,

As you may know, on Tuesday, October 1, 2019 with 445 votes in favor, 0 against and 3 abstentions, the Plenary of the Chamber of Deputies approved reforms and additions to various provisions of the “General Health Law in matters of excess weight, obesity, front warning label of food and non-alcoholic beverages advertising”.

The objective of the reform is the implementation of a front warning label for food and non-alcoholic beverages. This new label will be separate from the statement of ingredients and nutritional information and its purpose is to indicate truthfully, clearly, quickly and simply the energy content, added sugars, saturated fats, sodium and other critical nutrients.

It is also established that the Ministry of Health will order captions and pictograms when it considers that necessary.

With respect to the critical nutrients, it is established that they are the components that can be a risk factor of chronic, non-transmissible diseases and they will be determined by the Ministry of Health through secondary regulations.

The next step is for the reform to be analyzed by the Senate and if it is approved, the reform of the General Health Law will enter into force on the day following its publication in the Official Federal Gazette and the corresponding authority will have a period of 180 days to issue the secondary regulations that will govern the front warning labels.

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Sincerely,

Von Wobeser & Sierra, S.C.

Mexico City, October 4, 2019