PRESS RELEASE

In an effort to encourage compliance to the Fair Trading Act, 2022 specifically with the Fair Trading (Consumer Protection) (Product Labelling & Trade Description) Regulation, 2022, the Commission issued letters to **Bread Manufacturers** in January 2023 on Mahe, Praslin and La Digue to inform them of their obligations.

Requirements of Label and Trade Description

Any label and trade description that is applied to goods shall be in **English, French or Creole**. It must be **clearly visible** on the good, be in a **reasonable font size** that is **clearly readable**.

Mandatory information must be presented in a manner that is **readable, difficult to remove** where appropriate and **not hidden or covered** from any other written or pictorial matter. It should **not require that consumers have open the products to access the information**.

Mandatory Information:

The following information should be disclosed on a label attached to the bread.

i. Name of the food;
ii. List of ingredients and any substitute ingredients (if applicable);
iv. Allergen Information (if applicable);
v. Shelf Life; which in this instance refers to the date that it should be **removed from the shop shelves before becoming stale/moldy.**
vi. Name and address of manufacturer/supplier.

In view that the regulation was still new to the manufacturers, the Commission considered the financial aspects associated with the changes and gradually worked with all manufacturers found not in compliance with the Fair Trading (Consumer Protection) (Product Labelling & Trade Description) Regulation, 2022, towards compliance over a one-year period.

In line with the above, the Commission would like to inform all bread manufacturers as from that as from 1st March 2025, the mandatory information should be disclosed on the bread packaging, otherwise the necessary action will be taken against all manufacturers not adhering to Fair Trading (Consumer Protection) (Product Labelling & Trade Description) Regulation, 2022.
For any further clarifications, please contact the Commission on 4325250/4289109.

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