

# Food for Thought: Food and drink regulatory update: Winter 2024

16 December 2024

Sam Sharp

## Introducing the Winter edition of our food and drink regulatory update!

The headline-grabbing topic in the food and beverage industry remains the upcoming enforcement of junk food advertising restrictions in October 2025, which we have reported on in our Summer and Autumn updates. This edition brings you a further update after new guidance was published on 3 December 2024 and a bit of analysis into how this might affect our much-loved [TV Christmas adverts](#).

We also have insights on the latest [DEFRA labelling requirements](#) for meat and dairy products moving to Northern Ireland, and the launch of a new Regulatory Innovation Office set to shake-up innovation in the food and beverage sector.

In addition, we also have a few shorter updates to share:

## The EU's Aloe Vera ban reversal

On 13 November 2024, the European Court annulled the EU's prohibition on certain Aloe Vera derivatives following an extensive legal challenge by numerous companies and trade associations. The court found that the ban on hydroxyanthracene derivatives (HADSs) lacked adequate scientific backing. The court decided that European Food Safety Authority's previous failure to determine a safe consumption level stemmed from insufficient data, not proven risk.

This decision highlights the necessity for case-by-case assessments in food regulation and may influence future ingredient bans.

## Updates to the Weights and Measures (Intoxicating Liquor) (Amendment) Regulations 2024

An amendment to these regulations now permits the sale of prepacked still and sparkling wines in larger volumes. Effective from September 19, 2024, prepacked still wine will be available in 200ml and 568ml volumes, and prepacked sparkling wine in 500ml and 568ml volumes.

These changes aim to standardise the sale volumes of prepacked wines, offering more options and flexibility for both businesses and consumers.

---

## Contents

[How the new junk food regulations will reshape Christmas advertising](#)

---

[DEFRA provides clarity around the GB wide 'Not for EU' labelling obligations](#)

---

## Key contacts

Sam Sharp

Partner

[sam.sharp@brownejacobson.com](mailto:sam.sharp@brownejacobson.com)

+44 (0)115 908 4812

Rachel Lyne

Partner

[rachel.lyne@brownejacobson.com](mailto:rachel.lyne@brownejacobson.com)

+44 (0)121 237 4584

---

## Related expertise

Criminal compliance and regulatory