

Sugar Association Files Supplemental Petition Urging Regulatory Changes for Artificially Sweetened Foods

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- This week the Sugar Association submitted a [Supplemental petition](#) (“Supplement”) to FDA to further support the Association’s June 2020 [petition](#) *Misleading Labeling Sweeteners and Request for Enforcement Action* (“Petition”). As noted in a previous [post](#), the Association’s petition asks FDA to promulgate regulations requiring additional labeling disclosures for artificially sweetened products, which it believes are necessary to avoid consumer deception. Other than acknowledging accepting the petition for filing on Nov. 30, 2020, (see [Regulations.gov](#)), the agency has not responded.
- The Supplement provides new data and information that the Association believes supports its original Petition, alleging that misleading labeling is “getting more prolific in the absence of FDA action.” According to the Association, the number of new food product launches containing non-sugar sweeteners has increased by 832% since 2000, with 300% growth in just the last five years. To further support its position, the Association references consumer research that it commissioned, suggesting that consumers think it is important to know if their foods contain sugar alternatives.
- The Association is urging FDA to mandate significant additional disclosures on labels of artificially sweetened food products, including the following requirements to —
 - Clearly identify the presence of alternative sweeteners in the ingredient list;
 - Indicate the type and quantity of alternative sweeteners, in milligrams per serving, on the front of package of food and beverage products consumed by children;
 - Disclose the sweetener used on the front of package for products making a sugar content claim, such as “Sweetened with [name of Sweetener(s)]” beneath the claim;
 - Disclose gastrointestinal effects of various sweeteners at minimum thresholds of effect;
 - Require that no/low/reduced sugars claims be accompanied by the disclosure “not lower in calories” unless such products have 25% fewer calories than the comparison

food.

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