

Liquor firms want separate standard for Indian single malt whisky

Homegrown Indian liquor makers are mulling approaching food & beverages regulator FSSAI for a separate standard for the Indian single malt whisky 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 whisky—now exported to 60 countries—and Indian producers are discussing the move, according to Confederation of Indian Alcoholic Beverage Companies (CIA-BC), the industry body of domestic AlcoBev manufacturers.

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