

*Government of Jammu and Kashmir*  
**Office of the Commissioner Food and Drugs Administration, J&K**  
**Civil Secretariat, Srinagar**

**FOOD ALERT/ STOP USE NOTICE**

Whereas, a sample of food article "**Strawberry Ice Candy**" (**Cream Bell**) was lifted by the concerned Food Safety Officer, from the premises of M/s Thakur Enterprises, R/o Prem Nagar, Jammu, for analysis; and

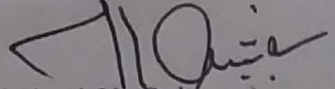
Whereas, the Food Analyst, National Food Laboratory, Ghaziabad, where the said sample was analyzed, has declared it as '**Unsafe**', the report whereof is as under:-

Name of the Food Article	Trade Name/ Manufacturer/ Packer	Batch/Lot. No/ Date of Packing/Mfg Best Before/ Net Content	Test Certificate No. & Date	Opinion of the Food Analyst	Reasons of failure
Ice Candy	" <b>Strawberry Ice Candy</b> " ( <b>Cream Bell</b> ) Mfg by M/s Devayani Food Industries Limited, Khasra/Plot No's- 452, 453, 455, 473, 107 KM Distance Stone, Agra-Delhi, National Highway, NH-2, Village Dautana, Tehsil Chhata, Disrict Mathura, U.P	M(03)/ April 21/ 12 Months/ 60ml	JK- 110/September/21/ 311 Dated: 03.09.2021	Unsafe	Does not conform to the standard laid down under Regulation No. 2.7.5:2 of FSS (Food Product Standards & Food Additives) regulations, 2011, as the sample shows water soluble synthetic color (Ponceau 4R) above the maximum prescribed limit

Now, therefore, through the medium of this notice, it is hereby notified for information of the general public to discontinue usage of the food product with Batch/Lot No. detailed above.

Further, the stakeholders who are in possession of any stock of the food product detailed above shall not only inform the concerned Designated Officer(s) about the stock position but also recall the said product from the market forthwith.

This notice is being issued as an abundant caution, and shall in no case prevent the Food Business Operators (FBO) from having the said food product reanalyzed from the FSSAI notified Referral Food Testing Laboratories after following due procedure as provided for in the FSS Act, 2006.

  
(Shakeel-Ur-Rehman)

**Commissioner**

Food & Drugs Administration, J&K

Dated: 23.09.2021

FADA-Adm/21/2021-05-CF&DA J&K

Copy to the:-

1. Additional Chief Secretary, Health & Medical Education Department, J&K, for kind information.
2. Commissioner, Food Safety, FDA, UP, for information and necessary action.

3. Joint Director, (QA), FSSAI, FDA, Bhawan, Kotla Road, New Delhi for information.
4. Joint Director, Information & Public Relations, Jammu/Kashmir for information with the request to have the Food Alert Notice published in all leading dailies of J&K, in the larger public interest.
5. Deputy Commissioner, Food Safety, Jammu/Kashmir/ IcLC, for information with the request to direct all the enforcement officers to keep a strict vigil on the movement of said food article in their respective areas of jurisdictions.
6. Concerned file for record and reference.