

Mr Oliver J Dickinson
Wow Food and Drinks Ltd
Waveney Barn, Suffolk
NR33 8HU, UK

Telephone: +353 1 817 1300
Facsimile: +353 1 817 1301
E-mail: info@fsai.ie
Website: www.fsai.ie

September 18th, 2015

Application for the extension of chia seed use under the novel food Regulation (EC No. 258/97) to include certain non-alcoholic beverages

Dear Mr. Dickinson,

I am contacting you in accordance with *Article 4.2* of the novel food Regulation (EC) No 258/97 (OJ L 43, 14.02.1997, p. 1) regarding the application by Wow Food and Drinks Ltd. of the UK (formerly Chia Love Ltd.) to extend the use of chia seed to certain non-alcoholic beverages on the EU market.

- The FSAI accepted the novel food application from Wow Food and Drinks Ltd. on November 19th, 2014
- The FSAI submitted the initial assessment to the Commission on April 15th, 2015
- The initial assessment was disseminated to Member States on April 20th, 2015
- Reasoned objections were not raised within the 60 day comment period
- Comments were provided and clarifications sought by the UK, Austria, Germany, Spain and the Netherlands
- The applicant responded to the comments and provided clarifications

As reasoned objections were not raised by Member States or the Commission in accordance with *Article 6.4* of the novel food Regulation, the extension of use of the novel ingredient is deemed to meet the criteria set out in *Article 3.1* of that Regulation.

This letter gives effect to the approval for Wow Food and Drinks Ltd. to use chia seed in fruit juice and fruit juice blends (conditions of approval in the Annex). This approval is provided under the novel food Regulation (EC) No 258/97 and is without prejudice to other EU food legislation that may also apply to the production and marketing of this food. The Commission will receive a copy of this letter for publication and dissemination to Member States.

Regards,



Dr. Pat O'Mahony

Chief Specialist, Food Technology

ANNEX

Conditions of approval for the use of chia seed in fruit juice and fruit juice blends

1. The Chia seed is authorised for the EU market under Regulation (EC) No 258/97
2. Whole, mashed or ground chia seed is added to fruit juice and fruit juice blends at up to 15 g/450 mL
3. The production process includes seed pre-hydration and pasteurisation steps
4. Microbiological controls and a monitoring system are in place
5. The final product is sold in transparent containers so that the Chia seed is visible
6. The potential for any allergic reactions to Chia seed will be monitored by the applicant and the contact details of a local food allergy organisation provided on containers
7. The seed is designated “Chia (*Salvia hispanica*) seeds”