

CeSRAC, NRAI launch campaign on responsible alcohol consumption

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CESRAC, IN COLLABORATION with the National Restaurant Association of India (NRAI), has launched a consumer empowerment campaign for safe and responsible alcohol consumption. The pilot programme would be used across over 100 restaurants in leading

metro cities - New Delhi, Bangalore, Kolkata, and Mumbai, said a statement from Centre for Safe and Responsible Alcohol Consumption (CeSRAC). Started in 2019, CeSRAC is a joint initiative of the industry body CII and International Spirit and Wine Association of India (ISWAI).

It had on Friday organised E-Forum called 'assuring safety of alcoholic beverages

at the market place using technology and stakeholder collaboration'.

While delivering his keynote address in the forum, FSSAI Advisor (Science and Standards) N Bhaskar stated about the need for advanced and validated technologies in our labs for authenticity testing of IMFL (wines and spirits) and traditional liquors.