



January 7, 2000

Chicago District
300 S. Riverside Plaza, Suite 550 South
Chicago, Illinois 60606
Telephone: 312-353-5863

WARNING LETTER
CHI-8-00

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

Mr. Shabir Kassam, President
Supreme Juice Company
1307 S. Pulaski Avenue
Chicago, IL 60623

Dear Mr. Kassam:

The Food and Drug Administration (FDA) has reviewed your label for "Fruit Joy® **BLUE RASPBERRY DRINK**8 FL. OZ.," which was collected by our investigator during his inspection of your firm on December 3 and 7, 1999. Our review reveals that this label causes the above product to be in violation of Section 403 of the Federal Food, Drug, and Cosmetic Act (the Act), and Title 21, Code of Federal Regulations (21 CFR), Part 101 – Food Labeling, as follows:

This product is misbranded in that it fails to bear nutritional labeling as required under Section 403(q)(1) of the Act, and 21 CFR Section 101.9, and is not exempt under Section 403(q)(5) from this requirement, and has been labeled on or after August 8, 1994.

The above violations concern certain new labeling requirements and are not meant to be an all-inclusive list of deficiencies on your label. Other label violations can subject the food to legal action. It is your responsibility to assure that all of your products are labeled in compliance with all applicable statutes enforced by FDA.

You should take prompt action to correct these deviations. Failure to promptly correct these deviations may result in regulatory action without further notice, such as seizure.

Materials are available which explain general food labeling requirements (including nutritional labeling) and can be obtained as follows:

1. Code of Federal Regulations – 21 CFR Parts 100 to 169. Available from the local Government Bookstore by telephoning (312) 353-5133.
2. Booklet entitled "A Food Labeling Guide" provides additional guidance in understanding the food labeling regulations and may be obtained by sending a written request, along with a self addressed envelope, to:

Food & Drug Administration
Center for Food Safety & Applied Nutrition
Industry Activities Staff (HFS-565)
200 C Street, S.W.
Washington, D. C. 20204
(202) 205-5251

3. Or viewed on the FDA Website: <http://www.fda.gov> under the heading Food Labeling and Nutrition.

Please notify this office within 15 working days of receipt of this letter, of the specific steps you have taken to correct the noted violations. Include an explanation of each step being taken to prevent the recurrence of similar violations.

Your reply should be directed to the Food and Drug Administration, Attention: Paul A. Boehmer, Compliance Officer, at the Chicago District Office.

Sincerely,

\s\
Raymond V. Mlecko
District Director