

### Company fined \$9,000 for fraudulent labelling

Skytime HupKee Foodstuff Pte Ltd was fined \$9,000 in court today for selling cans of fried dace with salted black beans that were falsely labelled.

2 In December 2017, the Agri-Food & Veterinary Authority (AVA) received feedback that Skytime HupKee Foodstuff was suspected to have sold canned fried dace with salted black beans which were affixed with false labels under a brand named 'LRB'.

3 Subsequent investigations revealed that Skytime HupKee Foodstuff had been replacing the label of another brand of canned fried dace with salted black beans with the 'LRB' label since 2015. The labels were also found to contain inaccurate information including the ingredient listing and manufacturer's details.



*A can of fried dace with salted black beans that has been intentionally mislabelled with an 'LRB' brand label (Photo: AVA)*

# MEDIA RELEASE

4 AVA takes a serious view of false and inaccurate labelling of food. All pre-packed food products for sale in Singapore must be labelled according to the general labelling requirements of the Singapore Food Regulations. Accurate labelling is important to ensure that the source of the food product can be easily traced in the event of food safety issues.

5 Under the Wholesome Meat and Fish Act, any person who commits the offence is liable to a maximum fine of \$50,000 and/or 2 years jail term for first conviction, and in the case of a second or subsequent conviction, to a fine not exceeding \$100,000 and/or imprisonment for a term not exceeding 3 years.

**Issued by the Agri-Food & Veterinary Authority of Singapore**

*14 November 2018*

**MEDIA RELEASE**

Page 2 of 2