

**Voluntary Report** – Voluntary - Public Distribution

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**Report Name:** Indonesia Finalizes Front-of-Package Nutrition Labeling Regulation for Processed Foods

**Country:** Indonesia

**Post:** Jakarta

**Report Category:** Agricultural Situation

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**Report Highlights:**

On June 9, 2026, Indonesia's National Agency of Drug and Food Control (BPOM) finalized Regulation No. 10/2026, updating front-of-package nutrition labeling requirements for packaged processed foods and beverages — introducing revised Nutrition Information (ING) requirements, a voluntary "Healthier Choice" logo, and mandatory Nutri-Level front-of-pack labeling for specified beverage categories based on sugar, sodium, and total fat content. The regulation applies equally to imported and domestically produced products, imposes no sales or distribution restrictions, and carries significant implications for U.S. exporters given approximately \$355 million in U.S. processed food exports to Indonesia in 2025, with full compliance required by June 17, 2028. Notably, Indonesia's WTO notification (G/TBT/N/IDN/56/Add.2), circulated June 15, 2026, purported to open a 60-day comment period on the draft regulation despite the final regulation having been promulgated just two days later.

## Background

This report updates [USDA GAIN Report ID2024-0043](#), published on November 25, 2024, which described Indonesia's draft plans to introduce front-of-package nutrition labeling for beverages and sugar, salt, and fat (SSF) restrictions for processed foods.

Indonesia's nutrition labeling policy originates from Law No. 17/2023 on Health, which is implemented through Government Regulation (GR) No. 28/2024. GR 28/2024 serves as the umbrella regulation directing the government to establish maximum SSF content, nutrition labeling requirements, and additional public health measures aimed at reducing non-communicable diseases.

[BPOM Regulation No. 10/2026](#) on Nutritional Value Information on Processed Food Labels was signed on June 9, 2026, and it was promulgated on June 17, 2026. Indonesia circulated [WTO notification G/TBT/N/IDN/56/Add.2](#) on June 15, 2026, technically opening a 60-day comment period on the draft text. However, because the regulation was already signed before the notification was issued, the WTO notification reflects the draft rather than the final measure. This sequencing raises procedural concerns that WTO members were invited to comment on a draft text after the regulation had already been finalized domestically. Notwithstanding these concerns, the WTO notification confirms that mandatory labeling will take effect 24 months after promulgation and is applied equally to imported and domestically produced processed foods.

Indonesia has a coordinated regulatory framework for nutrition labeling with implementation responsibilities divided between 2 government agencies, the Ministry of Health (MOH) and BPOM, based on food distribution channels. MOH oversees nutrition labeling requirements for ready-to-eat processed foods served through foodservice establishments, pursuant to [MOH Decree No. 301/2026](#). Separately, BPOM regulates packaged processed foods distributed through retail markets under BPOM Regulation No. 10/2026. Both measures are part of Indonesia's broader public health strategy. While each agency maintains distinct regulatory responsibilities aligned with their respective marketing channels, the 2 bodies coordinate closely to ensure coherent implementation across the food sector.

## BPOM Regulation No. 10/2026

BPOM Regulation No. 10/2026 was signed on June 9, 2026, replacing:

- BPOM Regulation No. 9/2016 (Nutrition Reference Values)
- BPOM Regulation No. 16/2020 (Nutrition Information for Micro and Small Enterprises)
- BPOM Regulation No. 26/2021 (Nutrition Information on Processed Food Labels)

The new regulation consolidates Indonesia's nutrition labeling framework into a single regulation while introducing updated nutrition information requirements and front-of-package nutrition labeling. The regulation applies equally to imported and domestically produced processed food products marketed in Indonesia.

## Nutrition Information Panel

BPOM Regulation No. 10/2026 requires all processed foods and beverages to display the *Informasi Nilai Gizi* (ING), Indonesia's standardized Nutrition Information Panel, on the front of the package. The revised ING expands and standardizes nutrition information by requiring labels to include:

- Serving size
- Servings per package

- Total energy (total calories)
- Total fat
- Saturated fat
- Protein
- Total carbohydrates
- Total sugar
- Salt (expressed as sodium equivalent)
- Percent Daily Nutrient Intake (AKG)

The regulation also establishes updated serving size requirements, revised nutrition reference values, laboratory testing requirements, and nutrient tolerances.

For imported foods, laboratory analyses of nutritional and/or non-nutritional substances may be conducted by accredited laboratories in the country of origin, including those recognized through mutual recognition arrangements with Indonesia.

### **Front-of-Pack Nutrition Labeling**

BPOM Regulation No. 10/2026 establishes 2 distinct front-of-pack nutrition labeling schemes. The “Healthier Choice” logo is a voluntary nutrition logo available to processed foods meeting BPOM’s specified nutrient criteria. The “Nutri-Level” system is a mandatory front-of-pack classification scheme applicable to specified beverage categories, assigning products to levels A through D based on sugar, sodium, and total fat content. Although both schemes appear on the front of the package, they serve different regulatory purposes and are governed by separate technical criteria under Annexes IV and V of the regulation.

### **Healthier Choice Logo**

BPOM Regulation No. 10/2026 also introduces a voluntary Healthier Choice (Pilihan Lebih Sehat) logo that qualifying processed food products may display on the front of the package upon meeting BPOM’s prescribed nutritional criteria. The logo is intended to encourage product reformulation and assist consumers in identifying healthier food options. Detailed eligibility criteria are set forth in the regulation’s annexes.

**Figure 1. Healthier Choice logo (Pilihan Lebih Sehat)**



### **Nutri-Level Label**

The Nutri-Level system also established in the regulation classifies most beverage products into four color-coded levels (A–D) based on sugar, sodium, and total fat content. The system is designed to provide consumers with simplified nutrition information to facilitate comparisons among similar

beverage products. Level A represents products with the most favorable nutrient profile under the regulation, while Level D represents products with the least favorable profile based on prescribed nutrient thresholds. Detailed nutrient criteria for each level are provided in Annex V of BPOM Regulation No. 10/2026.

The following products are subject to mandatory Nutri-Level labeling:

- Ready-to-drink beverages
- Powdered beverages
- Liquid beverage concentrates
- Solid beverage concentrates

The following products are excluded from mandatory Nutri-Level labeling:

- Infant formula
- “Follow-on” formula for infants
- “Growing-up” formula for toddlers
- Foods for special medical purposes

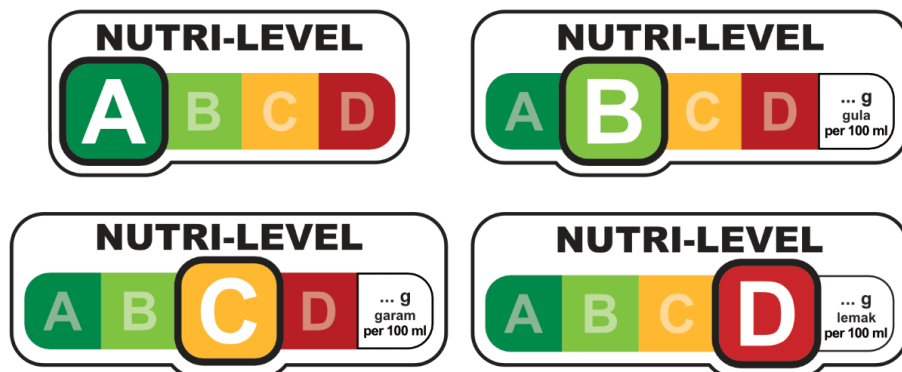
Other processed foods currently remain outside mandatory Nutri-Level requirements. Indonesia has indicated that future expansion to additional food categories remains under consideration.

The final BPOM Regulation No. 10/2026 contains no language restricting the sale, distribution, advertising, or marketing of products based on their Nutri-level classification. The regulation solely governs how the Nutri-level label must be displayed on packaging and functions as a consumer information tool.

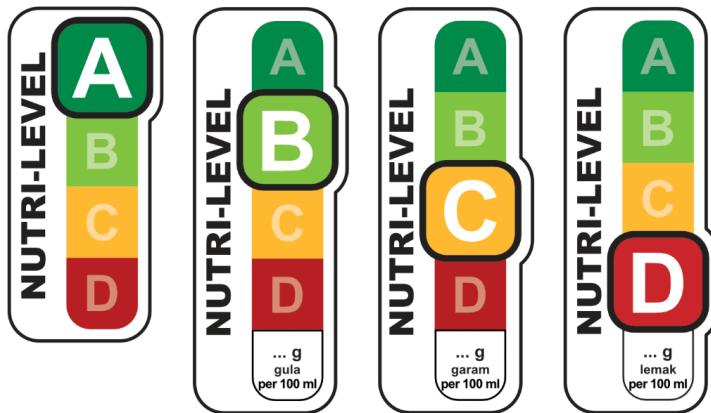
### Nutri-Level Label Format

BPOM Regulation No. 10/2026 provides 2 approved display formats for the mandatory Nutri-Level label including a “full format” and a “simple format”. Format selection is determined by the available display area on the principal display panel; both formats convey the same Nutri-Level classification and must comply with BPOM’s prescribed specifications for design, color, size, and legibility. The Nutri-Level label constitutes an additional mandatory front-of-pack labeling requirement for impacted beverage products, and it must be displayed together with the standard ING.

Figure 2. Nutri-Level Label: Horizontal Full Format



**Figure 3. Nutri-Level Label: Vertical Full Format**



**Figure 4. Nutri-Level Label: Simple Format**



### **Relationship with Ministry of Health Decree No. 301/2026**

BPOM Regulation No. 10/2026 complements MOH Decree No. 301/2026, which establishes nutrition labeling requirements for ready-to-eat processed foods served through foodservice establishments. The 2 regulations support Indonesia's broader nutrition labelling policy introduced under Government Regulation No. 28/2024 on Health, which established the framework for reducing SSF consumption through nutrition labelling and the Nutri-Level system with responsibilities delineated by distribution channel. Specifically, MOH regulates foodservice products, including beverages dispensed or prepared for immediate consumption.

BPOM regulates packaged processed food sold through retail channels. In practice, the applicable regulatory framework depends on how a product reaches the consumer. A ready-to-drink beverage sold in a retail store falls under BPOM requirements, while the same beverage served through a foodservice establishment falls under MOH requirements.

### **Implementation Timeline**

BPOM Regulation No. 10/2026 establishes a 24-month transition period ending June 17, 2028. All products, whether already registered or currently under review, must comply by that date. Products with

pending registrations may complete the process under previous regulations but remain subject to the same deadline. Mandatory Nutri-Level labeling for beverage categories also takes effect on June 17, 2028.

### **Implementation Clarifications**

Indonesian regulatory authorities have provided several implementation clarifications of interest to U.S. exporters. Key clarifications include:

- Equal treatment: Imported and domestic products will be subject to the same regulatory requirements.
- Labeling compliance for imports: Imported products may continue to meet labeling requirements through high-quality stickers affixed after importation.
- Transition period support: Documents providing guidance and inspector training will be developed during the transition period to facilitate compliance.
- Scope of future expansion: Potential expansion of the regulation beyond beverages and packaged processed products remains under discussion.
- Purpose of Nutri-Level: The Nutri-Level system is intended as a consumer information tool and does not constitute a prohibition on the marketing of products with higher sugar, salt, or fat content.

### **Implications for U.S. Exporters**

The United States exported approximately \$355 million in processed food products to Indonesia in 2025, many of which fall within categories potentially affected by Indonesia's nutrition labeling policies. Beverage products likely to be affected include:

- soft drinks;
- juice beverages;
- sports and energy drinks;
- ready-to-drink coffee and tea;
- flavored milk and dairy beverages;
- powdered beverage mixes;
- beverage concentrates and syrups.

Although the regulation does not establish import restrictions or maximum nutrient limits for retail packaged products, exporters should anticipate additional compliance costs associated with:

- redesigning packaging;
- revising nutrition information panels;
- calculating Nutri-Level classifications;
- updating BPOM product registrations;
- obtaining laboratory analyses where necessary.

(Note: The continued acceptance of stickers for imported products should reduce immediate relabeling costs during the transition period.)

### **Conclusion**

BPOM Regulation No. 10/2026 finalizes Indonesia's long-awaited nutrition labeling framework and represents the first phase of broader implementation under Government Regulation No. 28/2024. While the final regulation narrows mandatory Nutri-Level labeling primarily to beverage products, Indonesia has indicated that future expansion to additional processed food categories remains under consideration.

U.S. exporters should use the 24-month transition period to evaluate product portfolios, determine applicable Nutri-Level classifications, update nutrition labeling where necessary, and coordinate with Indonesian importers regarding future BPOM registration requirements. USDA FAS Jakarta will continue engaging BPOM and the Ministry of Health on implementation guidance and monitor future regulatory developments affecting U.S. agricultural exports.

**Notes:**

1. Unofficial English Translation of BPOM Regulation No. 10/2026.  
[https://usda-indonesia.org/wp-content/uploads/2026/07/Reg-BPOM-No-10\\_2026\\_Nutritional-labeling.pdf](https://usda-indonesia.org/wp-content/uploads/2026/07/Reg-BPOM-No-10_2026_Nutritional-labeling.pdf)
2. Unofficial English Translation of MOH Decree No. 301/2026.  
<https://usda-indonesia.org/wp-content/uploads/2026/07/MOH-Decree-on-Nutrition-labeling.pdf>

**Attachments:**

No Attachments.