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Hannah Crum, President

Kombucha Brewers International

424-245-5867

info@kombuchabrewers.org



Kombucha Brewers International assists Brazil in Publishing the World’s First Kombucha Standard of Identity

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LOS ANGELES, California, October 31, 2019 – Kombucha Brewers International (KBI), the trade association committed to promoting and protecting commercial Kombucha Brewers around the world, played a key role in the adoption of the world’s first Standard of Identity for Kombucha.

The Brazilian Ministry of Agriculture, Livestock, and Supply (MAPA) published the Standard on September 18, 2019. MAPA developed the Standard in conjunction with ABKOM, the Brazilian Association of Kombucha producers which has about 50 members. The Kombucha brands based in Brazil will have until September 2020 to comply with the legal requirements outlined in the Standard.

“The Standard will improve the quality of kombucha in the market, allowing people to compare products and choose the best,” explained ABKOM President Jovan Demoner. “It will ensure clearer information on labels, giving consumers valuable information on ingredients and fermentation processes.”

The Brazilian Standard of Identity for Kombucha requires that kombucha subject to pasteurization state this on the label. Additional requirements include clearly stating alcohol content as well as forbidding the use of unauthorized functional and health claims. Plus the product is defined as being made from tea, which differs from the Standards being proposed by KBI which recognizes that the Kombucha culture can ferment a wide variety of substrates including coffee, herbs and yerba mate.

“We worked closely with Hannah Crum and KBI on the draft of the Standard that was presented to MAPA,” stated Raquel Abegg Leyva of Tao Kombucha. “They also helped in reviewing the drafts that resulted from several meetings with the government in Brasilia before the final version was published.”

Brazil is home to over a hundred commercial kombucha companies, the largest number in a single country outside of the United States. “We are delighted that the Brazilian government has adopted a meaningful Standard of Identity for Kombucha as it provides a valuable precedent for pursuing standards around the world,” said KBI President Hannah Crum. “KBI is actively pursuing legislation to stabilize our industry. We look forward to other countries following Brazil’s lead.”

About Kombucha Brewers International

Kombucha Brewers International is the non-profit trade association for the international Kombucha brewing industry. To learn more about the Kombucha industry, or for more information on membership, please contact KBI President Hannah Crum at info@kombuchabrewers.org, or visit <https://kombuchabrewers.org>

About ABKOM

The Associação Brasileira de Kombucha (ABKOM) is a non-profit association formed in January 2018 to unite, protect and represent commercial kombucha producers in Brazil. To learn more please contact them at <https://www.abkom.org.br/contato/>

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