

ADVERTISING

Airy claims over bird's nest drinks

APIRADEE TREERUTKUARKUL

A consumer protection network has warned people to be aware of misleading labels on bird's nest drinks.

A recent study of four major producers found that dried bird's nest accounted for just 1.1% to 1.4% of the ingredients, said Saree Aongsomwang of the Foundation for Consumers.

A previous study by Mahidol University's Institute of Nutrition found the drinks contained just 1% dried bird's nest but were 12% rock sugar, which is used in baking.

A person would have to drink 26 standard bird's nest drinks to gain as much protein as there is in one egg, according to the study.

The Foundation for Consumers also backed Leading International Media Co's campaign to warn people about misleading claims on bird's nest products.

The company's managing director Thien Limtanakool recently displayed nutritional information about bird's nest drinks on advertising hoardings along Bangkok expressways.

However, the Advertising Association of Thailand later ruled he violated professional ethics.

"We want to raise public awareness about bird's nest beverages. Some product ads are exaggerated and misleading," Ms Saree said.

Misleading information includes "100% cave nest", and "bird's nest beverage mixed with milk and malt extract", which means bird's nest is the least of the ingredients, according to Ms Saree.

Under the Food Act and Public Health Ministry regulations, manufacturers are required to display net contents of the product on labels and packaging.

The Food and Drug Administration's Food Control Division director Tipvorn Parinyasiri said the body encourages consumers to carefully read labels before purchasing any products, including bird's nest drinks.

Those who make exaggerated or false claims for any product could face a 30,000 baht fine and/or a three-year jail term, he said.