

SALE OF UNTREATED JUICE OF FRUITS AND VEGETABLES

Wisconsin Food Code Fact Sheet #32

FOR SALE BY GROWER

Fresh squeezed untreated apple cider can be sold directly to the consumer if purchased from the grower, or the grower squeezes and packages the cider from his/her own apples either at the farm or at a farmers market.

- Untreated packaged apple cider must be labeled with the approved warning statement
- This cider must be maintained refrigerated at 41°F or below.
- The grower is not required to hold a license from WDATCP Division of Food Safety.



RETAIL SALE

Fresh squeezed untreated fruit and vegetable juice can be sold to a retail customer if the store purchases fruits and vegetables, squeezes and packages the juice on site.

- This untreated packaged juice must be labeled with the approved warning statement.
- This juice must be maintained refrigerated at 41°F or below.
- The grocery store is required to hold a license from WDATCP Division of Food Safety.

WARNING: *This product has not been pasteurized and, therefore, may contain harmful bacteria that can cause serious illness in children, the elderly, and persons with weakened immune systems.*

RESTAURANT SALE

Fresh squeezed untreated fruit and vegetable juice can be sold to a restaurant customer if the restaurant purchases fruit and vegetables, squeezes and serves the juice on site.

- This untreated juice does not require a warning statement or a consumer advisory statement.
- This juice must be maintained refrigerated at 41°F or below.
- The restaurant is required to hold a license from DHS Division of Public Health.