

Food for Thought: Food and drink regulatory update: Spring 2025

11 April 2025

We are pleased to share the spring edition of our quarterly regulatory update, prepared by our specialist food and drink team.

This update contains:

- [US tariffs implications for the food and drink sector](#),
- [guidance on the new advertising regulations](#),
- [an overview of the UK's new Deposit Return Scheme](#),
- [details on the changes to market authorisation for regulated products](#),
- [insights into Defra's newly created Food Strategy Board](#), and
- [Ascensus horizon scanning FY25/26](#).

Feel free to contact one of our experts about any of the subjects mentioned in our update or generally about other matters; our contact details are here. We also welcome and value feedback on the content of the update or if there are any areas you would like us to cover so we can ensure these updates are useful to you and your business.

All the best,

The food and drink sector team

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[Update on new advertising restrictions: Delays to guidance as brand advertising is re-considered](#)



[The UK's new Deposit Return Scheme \(DRS\) effective from October 2027](#)



[Changes to market authorisation for regulated products](#)



[UK Government announces collaborative development of new national food strategy](#)



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