

From: [REDACTED]
To: [REDACTED]
Cc: [REDACTED]
Subject: FS: Beiðni um umsögn og gögn vegna stjórnsýslukæru - Swiss Miss
Date: mánudagur, 21. september 2026 09:16:07
Attachments: [image001.png](#)
[Swiss Miss Mast 3 \(1\).pdf](#)
[Swiss Miss Innnes 2 \(1\).pdf](#)
[Swiss Miss Mast 2 \(1\).pdf](#)
[Swiss Miss Innnes 3 \(1\).pdf](#)
[Swiss Miss Mast \(1\).pdf](#)
[LOK Swiss Miss nidurstada 05062026 \(4\).pdf](#)
[Swiss Miss Innnes \(1\).pdf](#)
[Swiss Miss BRB \(1\).pdf](#)
[Fundur um Swiss Miss Mast 30062025 \(1\).pdf](#)
[Tölvupóstur kærð ákvörðun heilbrigðiseftirlits.pdf](#)
[image.png](#)
[image.png](#)

Hér er tp frá ráðuneytinu

Kveðja,



Óskar Ísfeld Sigurðsson

Deildarstjóri Matvælaeftirlits

Sími: +354 411 1111

Heilbrigðiseftirlit Reykjavíkur

Borgartúni 12

105 Reykjavík

heilbrigdiseftirlit.reykjavik.is

Reglur um trúnað í tölvupóstsamskiptum: www.reykjavik.is/trunadur

From: [REDACTED]
Sent: Wednesday, September 16, 2026 14:56
To: Heilbrigðiseftirlit <heilbrigdiseftirlit@reykjavik.is>; mast <mast@mast.is>
Cc: [REDACTED]
Subject: Beiðni um umsögn og gögn vegna stjórnsýslukæru - Swiss Miss

Sumir sem hafa fengið þetta skeyti fá ekki oft tölvupóst frá [REDACTED]. [Kynntu þér hvers vegna þetta er mikilvægt](#)

Tilvísun í mál: ATRN26090048

Til þess sem málið varðar.

Með meðfylgjandi tölvupósti dags. 2. september 2026 hefur Byrial Rastad Bjørst kært ákvörðun Heilbrigðiseftirlits Reykjavíkur dags. 5. júní 2026 vegna kvörtunar um meintar villandi merkingar á umbúðum Swiss Miss Milk Chocolate Flavor skyndikakódrykkjardufts.

Þess er óskað að Heilbrigðiseftirlit Reykjavíkur og Matvælastofnun, eftir því sem við á, veiti

umsögn um kærana eigi síðar en **30. september 2026**. Þá er þess óskað að heilbrigðiseftirlitið og Matvælastofnun taki saman öll gögn málsins og sendi ráðuneytinu.

kveðja,
Rebekka



Rebekka Hilmarsdóttir

Lögfræðingur / Legal Adviser

skrifstofa landgæða og dýraheilsu / Department of Land Quality and Animal Health

Atvinnuvegaráðuneytið / Ministry of Industries

Skúlagata 4, 101 Reykjavík, Iceland

Sími / Tel: (+354) 545 9700

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VS: HER-202506-1070: Conclusion of proceedings regarding the labelling of "Swiss Miss"

Búið til	3.9.2026 08:37
Höfundur	
Móttekið dags.	2.9.2026 18:22
Tilheyrir	 ATRN26090048 - Conclusion of proceedings regarding the labelling of "Swiss Miss"

Efni

VS: HER-202506-1070: Conclusion of proceedings regarding the labelling of "Swiss Miss"

Upplýsingar

Vinnsla

Móttekið dags.	2.9.2026 18:22	Staða	Innflutt
Eigandi		Tímamörk	
Málalýkill	08.01 Matvælaöryggi, matvælaeftirlit og matvælarannsóknir		
Lykilorð			

Þátttakendur

Frá	
Til	atrn@atrn.is
Cc	

Viðhengi

LOK Swiss Miss nidurstada 05062026.pdf
Swiss Miss Mast.pdf
Swiss Miss Innnes 3.pdf
Swiss Miss Mast 2.pdf
Swiss Miss Innnes 2.pdf
Swiss Miss Mast 3.pdf
image.png
Fundur um Swiss Miss Mast 30062025.pdf
image.png

Swiss Miss BRB.pdf

image.png

Swiss Miss Innnes.pdf

Innihald

Du får ikke ofte mails fra brb@tl.dk. [Få mere at vide om, hvorfor dette er vigtigt](https://aka.ms/LearnAboutSenderIdentification)
(<https://aka.ms/LearnAboutSenderIdentification>)

I hereby refer the decision of 5. June 2026 of Heilbrigðiseftirlit Reykjavíkur to the Icelandic ministry of industry.

The grounds for my complaint is the grounds mentioned in my former mails to Heilbrigðiseftirlit Reykjavíkur, and the following:

Chocolate is thoroughly regulated in Directive 2000/36/EC of the European Parliament and of the Council of 23 June 2000 relating to cocoa and chocolate products intended for human consumption.

- There is a fundamental difference in the price and attributes of coca and chocolate. It is therefore important that the consumer gets the exact information about the product. When it comes to chocolate and coca there are aggravated demands to the information from the producer.
- On the package of the product there are pictures of chocolate. The word Chocolate is printed with big types. The types are bigger and in a more salient position than the word cocoa. The colour if the drink is very dark and gives a clear impression of chocolate.
- My 85 year old mother in law did just say – does it not contain chocolate?
- The information on the package is misleading and under European level of marketing.
- The product is not on the market in the EU for good reasons.

I also look forward to learn about the results of Heilbrigðiseftirlit Reykjavíkur examination of the products relation to regulation 798 2002 on chocolate.

Venlig hilsen

Byrial Rastad Bjørst

Faglig sekretær, advokat (L)



Fra: [Redacted]

Sendt: 5. juni 2026 14:57

Til: [Redacted]

Cc: [Redacted]

[Redacted]

Emne: HER-202506-1070: Conclusion of proceedings regarding the labelling of “Swiss Miss”

Dear Byrial.

Reference is made to your complaint concerning the labelling of the product “Swiss Miss” and to your subsequent inquiries regarding the status of the case.

The matter has been duly examined by the Reykjavík Public Health Authority (Heilbrigðiseftirlit Reykjavíkur). The examination has included the gathering of relevant information and correspondence with the parties concerned, including the importer of the product into Iceland, Innnes ehf.

A determination has now been made with respect to the alleged misleading labelling of the product. The consultation procedure with the importer was concluded on 5 June 2026. No observations or comments were received from the importer within the prescribed time limit. The Authority’s findings in this regard are enclosed herewith (in Icelandic).

The Authority has concluded that the depiction of chocolate pieces, chocolate curls, or comparable representations on the product packaging is not liable to mislead consumers as to the nature or composition of the product.

No determination has, however, been made as to whether the product complies with the provisions of Directive 2000/36/EC relating to cocoa and chocolate products intended for human consumption. This is due to the fact that the information requested by the Authority, which is necessary to enable a substantive assessment, has not been provided by the importer. Accordingly, this aspect of the case will not be pursued further at this stage but may be reopened should the requested information be submitted at a later time.

Regarding your request for access to documents dated 12 February 2026, this has now been processed. The relevant documents are also attached (in Icelandic).

Where the product is also placed on the market in Denmark, including through online sales channels, you may consider referring the matter to the competent Danish authority, the Danish Veterinary and Food Administration (Fødevarestyrelsen), which is responsible for the enforcement of food legislation in Denmark. It is noted, for instance, that the product appears to be offered for sale through Danish online retail at the following location:

<https://www.fruugo.dk/swiss-miss-indulgent-collection-dark-chocolate-flavor-hot-cocoa-mix-8-ea/p-132308020-278720162?language=en> (<https://www.fruugo.dk/swiss-miss-indulgent-collection-dark-chocolate-flavor-hot-cocoa-mix-8-ea/p-132308020-278720162?language=en>)

Finally, you are hereby informed that, pursuant to item (d) of Article 30 of Act No. 93/1995 on Foodstuffs, as subsequently amended, you are entitled to refer this matter to a higher administrative authority, namely the Minister of Industries, in accordance with the provisions of the Administrative Procedures Act and the general principles of administrative law, should you not accept the decision of the Reykjavík Public Health Authority. The time limit for lodging such a referral is three months from the date of notification of the decision, in accordance with paragraph 1 of Article 27 of the Administrative Procedures Act No. 37/1993. Lodging an appeal does not suspend the legal effects of the decision.

Með kveðju,



Jón Ragnar Gunnarsson

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Regnbogavottun



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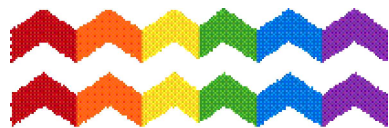
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Regnbogavottun

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Með kveðju,

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