

Federal Court

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CH-1000 Lausanne 14

File no. 211.1/12_2026

Lausanne, March 27, 2026

Press release from the Federal Court

Judgment of 27 March 2026 (2C_47/2025)

The term "milk" is not acceptable for vegan products.

The term "milk" cannot be used for vegan products. The Federal Court rejects the appeal of the company that produces an oat-based beverage.

The oat-based drink is packaged in a Tetra Pak carton. On the back of the packaging, the product is described as "oat drink". On the front is the inscription "SHHH...THIS IS NOT M[*]LK"; in the word "M[*]LK", printed in large type, the "i" in "milk" is replaced by a white drop.

In 2022, the Cantonal Laboratory of Zurich prohibited the marketing of the product under its current labeling. In 2024, the Zurich Administrative Court rejected the appeal filed by the manufacturing company.

In its public deliberation of March 27, 2026, the Federal Supreme Court dismissed the producer company's appeal. In 2025, the Federal Supreme Court issued a detailed ruling on the designation of vegan food products (Judgment [2C_26/2023](#)). (with [press release](#)). Based on its case law, it concludes that, in this specific case, the term "milk" cannot be used to designate a vegan product. In principle, the same applies if the specific term "milk" is used in the form of a negative statement ("I am not milk") or if it is altered typographically (as in this case, by replacing the letter "i" with a drop).

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Note : This press release is for public and media information purposes. The wording used may differ from the wording of the judgment. For legal purposes, only the written version of the judgment is authoritative.

The judgment will be available on www.tribunal-federal.ch as soon as it has been drafted. (date still unknown): Case law > Case law databases > All cases > enter 2C_47/2025.