

September 4, 2023



Email: submissions@foodstandards.gov.au

CC: 

Dear Dr. Cuthbert

RE: Endeavour Group's submission on Proposal P1049 - Carbohydrate and sugar claims on alcoholic beverages

Endeavour Group (Endeavour) would like to thank you for the opportunity to respond to Proposal P1049 - Carbohydrate and sugar claims on alcoholic beverages. We appreciate more broadly the opportunity for industry to participate in the consultation of all upcoming FSANZ proposals.

As you know, Endeavour Group is Australia's largest hospitality and liquor retail business with a portfolio that spans across retail, hospitality, viticulture, manufacturing and production. We partner with producers and suppliers and manufacture a broad range of products that span right across the liquor portfolio which includes beer, wine, cider, spirits and the ready to drink category. Informed consumer choice is important to Endeavour and we welcome changes which help consumers make evidence based decisions. We are keen to continue our work with Food Standards Australia New Zealand to find ways to make labelling changes which meet policy objectives.

Endeavour Group (Endeavour) supports Food Standards Australia and New Zealand's (FSANZ) policy position to provide consumers with adequate information which enables consumers to make informed food choices to support health dietary patterns recommended in the dietary guidelines. Endeavour appreciates the targeted industry consultations that have occurred thus far and supports a range of the suggested measures for the approach to energy labelling on alcoholic beverages.

Endeavour is committed to making a genuine difference and welcomes every opportunity to work with FSANZ and all industry stakeholders to find ways which support consumers to make informed choices.

Endeavour broadly supports Option 2 as outlined in the consultation paper with express consideration given to the current consultation on energy labelling. Option 2 has the opportunity to provide the industry with clarity and certainty on nutrition content claims without the prospective implications of operational and administrative burden. Endeavour suggests that further guidance be considered on what claims should or should not be made. Endeavour welcomes a further discussion with FSANZ and industry





representatives on how to best align the recommendations made in our submission, along with those of the broader industry, to the energy labelling consultations with the proposed draft variation for P1059.

Endeavour thanks you for your consideration of the recommendations shared in this submission and welcomes an opportunity to discuss further if required. I can be reached at [REDACTED]

Your sincerely,

[REDACTED]