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Hello

Please find a submission on A1256 – *Colour of pregnancy warning labels for corrugated cardboard packaging* from Howard Park Wines.

This submission is supported and authorised by senior management, including the CEO of Burch Family Wines and Howard Park Wines.

We support the proposal from the applicant, the Brewers Association of New Zealand. We agree that an alternative pregnancy warning mark should be permitted for corrugated cardboard (CC) outer packaging of more than one individual unit of an alcoholic beverage, when a post-print printing process is used and that this alternative should be text, pictogram and border in a single black colour on a contrasting CC outside liner.

The proposed, alternative pregnancy warning mark, using only a single (black) colour will be more cost effective for our business. There is significant cost associated with using additional colours for printing as well as the costs associated with correcting misaligned printing resulting from the use of multiple colours.

While Food Standards Australia New Zealand is principally concerned with food safety, as a certified Sustainable Winegrowing Australia member, we would like also to acknowledge the environmental implications of using more resources, and more intensive processes to print a 3 colour warning on CC packaging.

Thank you for providing the opportunity to comment on this proposal.

Regards,



Howard Park Wines operates across three regions in Western Australia; Perth, Margaret River and the Great