

To whom it may concern,

We are writing to you in support of the proposed changes for the pregnancy labelling changes to the outer packaging.

The changes proposed will help in that there is a technical issue with the printing of process for corrugated cardboard outers.

This is a minor technical change to the Code. Most wine is removed from the outer packaging before being sold at retail, and consumers will see the pregnancy warning mark on the product label (e.g. on the wine bottle) in any event.

The messaging is still clear and the 25% size increase as proposed by FSANZ should mitigate any perceived issue with consumer attention to the pregnancy warning mark.

If the change is not made, the impact of misalignment during the printing process has the ability to reduce the clarity of the message more than reduced attention from lack of colour.

The proposal to extend the transition period for the outer packaging requirements for a further six months is supported also to allow for stock in trade (i.e. all product that is packaged and labelled before that date) to continue to be sold until exhaustion. This is particularly important for a product like wine, given its long shelf life.

Regards

[Redacted signature]

