



16th March 2023

Food Standards Australia New Zealand
PO Box 10559
The Terrace
Wellington 6143

Late Comment for Application P1010 – FSSF Consultation Paper

Dear Sir or Madam,

The New Zealand Beverage Council (NZBC) represents the manufacturers of New Zealand's juice, carbonated drink and bottled water brands, and their suppliers. The NZBC has established a Voluntary Code of Practice that is aimed at ensuring accurate and truthful labelling on products. In particular, the Code signifies compliance with the relevant Food Regulations and Fair-Trading requirements. This system is at the forefront of industry self-regulatory developments in New Zealand and over 95 per cent of the non-alcoholic beverages sold in New Zealand are supplied by NZBC members who are signatories to the Code of Practice.

The New Zealand Beverages Council, acting on behalf of the non-alcoholic beverages industry in New Zealand, strongly supports all aspects of the full submission made by the Australian Beverages Council on P1010 as attached to this email.

We thank Food Standards Australia New Zealand for the opportunity to provide this submission and look forward to working with FSANZ on the Applications and Proposal identified in the coming years.

Yours sincerely,

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