

## submissions

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**Sent:** Tuesday, 2 September 2014 2:56 PM  
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**Subject:** FSANZ: Applications and Submissions - Submission [SEC=INCONFIDENCE]  
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### **FSANZ: Applications and Submissions - Submission**

Tuesday, 2 September, 2014

- 1. Assessment Report Number:** Proposal P1030
- 2. Assessment Report Title:** Health Claims – Formulated Supplementary Sports Foods & Electrolyte Drinks
- 3. Organisation Name:** R-Line Limited
- 4. Organisation Type:** Food Manufacturer
- 5. Representing:** R-Line Limited
- 6. Street Address:** [REDACTED]
- 7. Postal Address:** [REDACTED]
- 8. Contact Person:** Phill Dromgool
- 9. Phone:** [REDACTED]
- 10. Fax:** [REDACTED]
- 11. Email Address:** [REDACTED]
- 12. Submission Text:** Having reviewed the proposed changes to the Proposal P1030 Health Claims – Formulated Supplementary Sports Foods & Electrolyte Drinks I have some concerns that the new legislation will remain vague with regards to use of the term “electrolyte”. Currently, and under the new standard the term “electrolyte drink” refers to a product that conforms within certain characteristics e.g. 5-10% carbohydrate and more than 10mmol/L sodium. This specification is reasonably aligned with current literature on the topic of sports drinks / electrolyte drinks. The issue I have is that the market has been flooded with non-conforming products using the term electrolyte. For instance there are carb-free electrolyte drinks using names such as electrolyte drink, electrolyte enhanced drink, sports drink, electrolyte enhanced sports drink etc. Some of these products are little more than baking soda and citric acid pressed together in a tablet, or salty flavoured water. There are also endurance gels on the market that are claiming to contain electrolytes. Due to the concentrated nature of these products they are typically very low in sodium when mixed with water to between 5-10% carbohydrates. There are also ‘sports lollies’ such as jelly beans and chews emerging with various electrolyte claims – once again the level of electrolytes is negligible and the effects must be questioned. What will be next? Vegemite or marmite making an electrolyte enhanced spread, or perhaps electrolyte sausages; after all, they are high in sodium. Unless the new standard specifically protects the term “electrolyte” for use only with drinks complying with this standard, then these questionable

products will continue to flood the market resulting in consumer confusion, and the electrolyte drink standard will not serve any purpose other than to allow some additional health claims. Also, the terms “sports drink” and “hydration drink” are widely synonymous with “electrolyte drink” and I believe that in order to create legislation that will achieve its original purpose, these terms need to come under this standard too in the same way that the term isotonic has some protection.

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