

submissions

From: [REDACTED]
Sent: Wednesday, 19 November 2014 2:44 PM
To: submissions
Subject: Re: Gluten Free Foods Containing Alcohol

We believe that by labelling alcoholic beverages "gluten free" we are simply assisting those with a gluten intolerance. Much like allergen statements warn those who are sensitive to allergens, and "Vegan Friendly", "Halal" etc. labelling advise consumers that a food meets their criteria.

Consumers are becoming more aware about what's in a product, demanding more information about what they are potentially purchasing, and as an industry we should be allowed to give them as much information as possible to make an informed decision.

We believe a gluten free claim is not a nutritional claim (since when is being celiac/gluten intolerant been a good thing/of nutritional benefit?). Not having gluten free food labelled as such is a food safety issue. Currently, if an alcoholic beverage does not make a gluten free claim, then the consumer can safely assume it contains gluten. If labelling was not allowed, people may make assumptions based on misconceptions such as "all cider is gluten free".

Therefore, we support the proposal in place that would see "Gluten Free" labelling permissible on alcoholic beverages - exempting it from the ban on nutritional claims in a year's time.

Regards

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