

From:
Sent: Saturday, 19 October 2019 7:54 AM
To: standards management
Subject: FSANZ Submission Form Received (Internet) - Maori Point Wines Ltd

Categories:

	
Application/Proposal Number:	Proposal P1050 –Pregnancy warning labels on alcoholic beverages
Organisation Name:	Maori Point Wines Ltd
Organisation Type:	Food Manufacturer
Representing:	Maori Point Wines
Street Address:	
Postal Address:	P. O. Box 14 Tarras 9347
Contact Person:	
Contact Number:	
Email Address:	
Submission Text:	<p>I support the proposed mandatory labeling of alcoholic beverages with a pictogram and concise text message. The proposed label is well-designed and likely to be effective. As a retired medical professor, former scientific officer for the Medical Research Council, and director of a development biology research laboratory, I am familiar with epidemiological links between alcohol consumption during</p>

pregnancy and health risks to foetal development. In my wine business, I already print labels for wine exported to the United States which include a health warning similar to the one proposed for Australia and New Zealand. This poses no problems for our business. Redesigning labels for wine to be sold in Australia and New Zealand presents no problems. However, vintage wines may be labelled and stored for several years before release. These represent a very small proportion of wines on the market at any one time. Hence, I recommend that all labels applied to product after a set date must include the warning, but products manufactured and labelled before that date be exempt.