



27th June 2024

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

Email to: submissions@foodstandards.gov.au

Proposal P1063 Code Revision (2024) - Added Sugar(s) Claims

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 and formulation of 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 Beverage Council, acting on behalf of the non-alcoholic beverages industry in New Zealand, supports the submission made by the Australian Beverage Council (ABCL) on P1063 dated 27 June 2024.

We thank you for the opportunity to give feedback on this proposal.

Yours sincerely,



Co Chair
NZ Beverage Council

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