

**Food Standards Australia New Zealand Application A1034 -  
Advantame as a High-Intensity Sweetener  
18 October 2010**

The New Zealand Food & Grocery Council (the “FGC”) welcomes the opportunity to comment on the Food Standards Australia New Zealand (“FSANZ”) Application A1034 – Advantame as a High-Intensity Sweetener (the “Application”).

The FGC represents the major manufacturers and suppliers of food, beverage and grocery products in New Zealand. FGC member companies supply over 95 percent of the processed food and beverages supplied to the grocery retail industry and over 70 percent of supermarket packaged good sales.

The FGC understand that the Application seeks to enable the use of a new intense sweetener, Advantame, to be used in a range of foods including powdered drinks and tabletop sugar substitutes.

The FGC is supportive of the Application and believes that the Food Code should be amended to enable its use. This is primarily because the safety assessment did not identify any public health or safety concerns with use of Advantame. Furthermore, enabling the use of Advantame is an opportunity for our members to perhaps extend or improve their product range, thus fostering innovation.

The FGC is very interested in the outcome of the Application and wishes to remain aware of any developments as and when they occur.

For further information, please contact:

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