

EXECUTIVE SUMMARY

APPLICATION TO AMEND AUSTRALIA NEW ZEALAND FOOD STANDARDS CODE: PRINTING REQUIREMENTS FOR CORRUGATED CARDBOARD OUTER PACKAGING

This Application is made by the Brewers Association of New Zealand Inc. The contact person is [REDACTED]
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Applicant's solicitor [REDACTED]

This Application is to amend Standard 2.7.1-12 to allow for the printing of the pregnancy warning in a single colour on a contrasting background for corrugated cardboard carton outer packaging for multiple unit packages of alcoholic beverages only. The Applicant believes this amendment is necessary in order to address a technical issue arising from the application of to the printing of corrugated cardboard cartons (CCCs) used for outer packaging of alcoholic beverages that will detract from the legibility of the pregnancy warning and create compliance issues for producers.

As alcoholic beverage producers have transitioned towards implementation of Division 4 of Standard 2.7.1, it has become apparent that the standard "post print" printing process for corrugated cardboard cartons used as outer packaging causes significant misalignment when printing the pregnancy warning in three colours. This makes the pregnancy warning difficult to read and reduces its effectiveness.

There are no viable alternatives available to the whole sector for this type of packaging and printing for heavier formats containing multiple units of alcoholic beverages from the perspective of suitability, availability, cost or sustainability. Therefore a solution is necessary in order to maintain the effectiveness of the pregnancy warning in these circumstances.

Having considered the costs and benefits and other possible alternatives, the Applicant believes that the proposed amendment is the best available option. This proposed amendment will support the objectives of P1050 by ensuring that the pregnancy warning is clearly legible while making only minimal changes to the existing regime targeted towards a minority of outer packaging. It will not affect the pregnancy warning on individual product labelling or on any other outer packaging formats.

This Application is supported by all of the leading associations in the alcohol beverages sector in Australia and New Zealand as well as a significant share of the cardboard recycling and manufacturing sector.