

## submissions

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**From:** David Sax [REDACTED]  
**Sent:** Friday, 27 September 2013 3:11 PM  
**To:** submissions  
**Subject:** Code Revision - Fruit Wine - Division 3 - Submission  
**Attachments:** FSANZ P1025 Cider Submission 27th September 2013.pdf

Please find the attached submission on behalf of a number of New Zealand Cider producers, including Redwood Cider and Boundary Road.

In July this year a meeting was held, and attended by all of the significant cider producers of New Zealand.

There was general consensus on the proposal attached, and for the formation of an industry "Statement of Understanding", and ultimately a "Code of Practice".

Focus has been on:

- The use of the term "Pear Cider" in place of "Perry".
- Clarification in wording that cider and perry can only be made from the fruits apple and pear. Addition of other fruits renders them fruit wine.
- Therefore a blend of raspberry and cider should be labelled "Raspberry & Cider" or "Cider with Raspberry", or similar, and not "Raspberry Cider".
- Definition of "Fruit Juice Product" as an additive, particularly for extracts, flavours and aromas. General consensus is that these should be strictly derived "from the named fruit".

Beyond the scope of the Standard there has been discussion on introducing a minimum fruit content requirement of 35%, and an agreement that any alcohol addition to ciders or cider blends should not be with the intention of increasing ABV. Most aroma/flavour/extract solutions contain alcohol – hence the need to keep alcohol as a permitted additive.

Some of these cider producers have elected to make their own submission, or have not given me written support in sufficient time.

Those companies that have provided written support are included in Appendix 1 of this document.

If you require further information please do not hesitate in contacting me.

Yours faithfully,

David Sax  
Chief Cidermaker

# REDWOOD CIDER CO



REKORDERLIG  
CIDER

*Johnny  
Arrow*

OLD  
MOUT  
CIDER

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