

## submissions

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**From:** standards.management@foodstandards.gov.au  
**Sent:** Friday, 21 November 2014 10:11 AM  
**To:** standards management  
**Subject:** FSANZ: Applications and Submissions - Submission [SEC=INCONFIDENCE]



### **FSANZ: Applications and Submissions - Submission**

Friday, 21 November, 2014

- 1. Assessment Report Number:** Proposal P1035
- 2. Assessment Report Title:** Gluten Claims about Foods Containing Alcohol
- 3. Organisation Name:** DB Breweries Limited (Includes Redwood Cider Company)
- 4. Organisation Type:** Food Manufacturer
- 5. Representing:** DB and Redwood Cider Company
- 6. Street Address:** 1 Bairds Rd Otahuhu Auckland
- 7. Postal Address:** 1 Bairds Rd Otahuhu Auckland
- 8. Contact Person:** [REDACTED]
- 9. Phone:** [REDACTED]
- 10. Fax:** NA
- 11. Email Address:** [REDACTED]
- 12. Submission Text:** We believe that by labelling alcoholic beverages "gluten free" we are simply assisting those with a gluten intolerance. Much like allergen statements warn those who are sensitive to allergens, and "Vegan Friendly" labelling advise consumers that a food meets their criteria. Consumers are becoming more aware about what's in a product, demanding more information about what they are potentially purchasing, and as an industry we should be allowed to give them as much information as possible to make an informed decision. Therefore, we support the proposal in place that would see "Gluten Free" labelling permissible on all alcoholic beverages – exempting it from the ban on nutritional claims in a year's time.

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