

Hi there

We are possibly too late for this but here are our thoughts on the mandatory pregnancy warning on labels.

Mandatory pregnancy warning labels submission:

Saint Clair Family Estate

[REDACTED]
[REDACTED]

If this is made mandatory this will have massive cost implications for all wineries and will impinge on our already limited labelling space on the bottles.

We already have to fit many mandatories on our wine labels for example; warning and advisory statements (sulphur dioxide and allergen), country of origin, name and address of the business, standard drinks, lot identification, net contents and alcohol contents plus include information to the consumer.

If this mandatory pregnancy labelling was made smaller with less text it may be easier and more effective to implement as the type, colour, size and design shouldn't reduce the effectiveness of the message but implementing any changes will still take time and consultation with our many markets. If this mandatory pregnancy labelling did go ahead we would like to have flexibility to place the warning on any part of the packaging.

Kind regards
Sarina Ibbotson



[REDACTED]
Marketing Manager / Director

Saint Clair Family Estate

[REDACTED]
[REDACTED]
[REDACTED] [REDACTED]
[REDACTED] [REDACTED]

www.saintclair.co.nz

New World Producer of the Year

Sommelier Wine Awards 2017 and 2012

New Zealand Wine Producer of the Year

Vienna International Wine Challenge 2016, 2015, 2013, 2012

Listed in the Top 10 Chardonnays of the World 2016

Saint Clair Pioneer Block 11 Cell Block Chardonnay 2014 (Chardonnay du Monde)

New Zealand Winery of the Year

Winestate NZ/Australia 2017, 2014, 2011 and 2010

New Zealand Winemaker of the Year (Hamish Clark)

Winestate NZ/Australia 2017, 2014 and 2012

World Top 100 Winery

World Association of Wine Writers and Journalists 2018

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