

Seamons, Colleen

From: ISA [isa@ecco-eu.com]
Sent: Tuesday, 12 October 2010 7:54 PM
To: submissions
Subject: Submission - Application A1034 - Advantame as a high intensity sweetener
Attachments: ISA comments to FSANZ - Advantame - 11Oct2010.pdf

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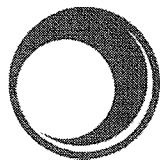
Dear Sirs,

On behalf of the International Sweeteners Association (ISA), please find enclosed a written submission in relation to the preparation a draft food regulatory measure for Advantame as a high intensity sweetener (Application A1034).

Thank you for the opportunity to provide you with these comments.

With kind regards
Frances Hunt

Frances Hunt
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INTERNATIONAL SWEETENERS ASSOCIATION

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Email: submissions@foodstandards.gov.au

Brussels, 11th October 2010

Dear Sirs,

RE: SUBMISSION
Application A1034 - Advantame as a high-intensity sweetener

I am writing to you on behalf of the International Sweeteners Association (ISA), representing manufacturers and industrial users of low calorie sweeteners in relation to the above-mentioned 1st assessment on the application for the authorisation of Advantame as a high-intensity sweetener.

The ISA fully supports the approval of this low-calorie sweetener for use in foods, beverages and tabletop sweeteners, on the basis of the application submitted.

With its clean sweet taste and ultra high potency, Advantame will help food & beverage manufacturers to develop a wider range of zero sugar and/or reduced sugar products which taste better and are more affordable.

While the concern about obesity and its related problems continues to grow, the approval of Advantame will mean more choices for consumers in Australia and New Zealand, and will help them to eat more healthily.

In order to achieve the best taste for their products, food & beverage manufacturers have been increasingly using blends of low calorie sweeteners, have become more skilled in this area, and have accumulated know-how. In this context, Advantame will be a valuable addition.

We thank you for taking these comments into consideration.

Yours faithfully,

Frances Hunt
Secretary General, ISA