

10 August 2015

Food Standards Australia and New Zealand

PO Box 10559

The Terrace WELLINGTON, 6143

NEW ZEALAND

Via email: submissions@foodstandards.gov.au

Thank you for the opportunity to provide our submission on the

Application A1108: Rebaudioside M as a Steviol Glycoside Intense Sweetener

Frucor Beverages Ltd. is an Australasian manufacturer of beverages with a brand portfolio that includes leading brands of waters, fruit juices, fruit drinks, energy drinks, sports drinks, sports waters and soft drinks.

Frucor personnel are active members of the New Zealand Beverage Council (NZBC), the Australian Beverage Council (ABC), Australian Food and Grocery Council (AFGC), New Zealand Food and Grocery Council (NZFGC), New Zealand Institute of Food Science and Technology, New Zealand Nutrition Foundation and the NZ Fruit & Vegetable Alliance (NZ FAVA) by providing executive and technical expertise on several working groups within these organisations.

Frucor has been shown to take a lead role within the beverage sector via new product development (NPD), sales and marketing strategies which include a commitment to providing healthier options. On-going innovation to our beverage range includes the offering of smaller pack sizes (smaller volume bottles), specific lower sugar/zero sugar products and functionality.

Our submission is attached separately.

Yours sincerely



On behalf of Frucor Beverages Ltd.



Nutrition & Claims Manager
Frucor Beverages Limited

SUBMISSION

Application A1108: Rebaudioside M as a Steviol Glycoside Intense

We understand the purpose of Application A1108 is to request and propose that Rebaudioside M (Reb M) as a new intense sweetener be permitted to added to the same food categories and at the same maximum permitted levels as the currently permitted steviol glycosides.

Frucor Beverages Ltd. **supports this application** as steviol glycosides are permitted additives in the Codex Alimentarius General Standard for Food Additives (GSFA) and permitted in a number of countries that are trading partners.

We wish to draw attention to an anomaly that exists under the current food standards code which the Australian and New Zealand Beverage councils are seeking to address in a separate application and that is for steviol glycosides to be permitted to be also added to **fruit drinks** (in Standard 1.3.1 Food Additives, Schedule 1: Permitted Uses of Additives by Food Type, Non-Alcoholic Beverages 14.1.2.2). Frucor continues to innovate in this area in response to changing consumer needs, and foresees increasing our range of non-alcoholic beverages, particularly fruit drinks using steviol glycosides to lower total sugar content, into the future.

We thank FSANZ for the opportunity to provide this submission in support of this application A1108. For further correspondence and information relating to our submission please do not hesitate to contact me directly on [REDACTED] or [REDACTED]