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New Zealand's Leading Cider Company

Monday, 22 December 2014

To whom it may concern,

RE: Support of Gluten Free labelling

I would like to say, that we at CUB (NZ) support any proposal that allows alcohol over the level of 1.15% to be able to have a label stating that it is GLUTEN FREE. We do not consider this a health claim, but a statement of fact.

We regularly get phone calls from customers who are standing in the supermarket wondering if they can buy our cider, as they are coeliac, and would like to make an informed purchase, that will not hurt their health. The remove of the Gluten Free claim could be more harmful than good.

Yours sincerely

[Redacted Signature]

General Manager