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Submission to Application A1108 - Rebaudioside M as a Steviol Glycoside Intense Sweetener

The New Zealand Juice and Beverage Association (NZJBA) is the industry association representing the interests of manufacturers, their franchisers and suppliers, of juice based beverages, carbonated/non-carbonated drinks and bottled water in New Zealand. Production by NZJBA bottler members equates to over 95% of all water and juice based beverages sold in New Zealand as well as products exported internationally.

The NZJBA values the opportunity to review and comment on Application A1108 - Rebaudioside M as a Steviol Glycoside Intense Sweetener

NZBC **supports** the Application A1108 as it allows for innovation within the food industry and the opportunity to meet consumer needs.

Separately it has been noted by the NZBC Technical Advisory Group that there does not appear to be provisions for the addition of Steviol Glycosides in Fruit Drinks. FSANZ 1.3.1, 14.1.2.2 as with other beverages in similar type categories.

Yours sincerely,

NNZBC Technical Advisory Group