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9th July 2021

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Email: submissions@foodstandards.gov.au

Re: Proposal P1030 Composition and Labelling of Electrolyte Drinks Consultation Paper

I am writing on behalf of Asahi Beverages Pty Ltd to provide comments in response to Food Standards Australia New Zealand's (FSANZ) Proposal P1030 Composition and Labelling of Electrolyte Drinks Consultation Paper, released on 28 May 2021. Asahi Beverages Pty Ltd thanks FSANZ for the opportunity to provide comments to the amended draft variations in Standard 2.6.2 *Non-alcoholic beverages and brewed soft drinks*, for the regulation of electrolyte drinks.

General comments

Asahi Beverages Pty Ltd supports FSANZ's assessment in Proposal P1030 to:

- amend the compositional and labelling requirements for electrolyte drinks to reflect current science and innovation within the category; and
- review nutrition content and health claims permitted for electrolyte drinks on labels and advertising to reflect current science.

However, we do not support FSANZ's proposals that place further restrictions on claims for the electrolyte drink category and require overly prescriptive labelling provisions, of which are unlike any other category within the Food Standards Code.

Specific comments

Asahi Beverages Pty Ltd has reviewed the proposed amendments to Std 2.6.2 and discussed the impact of each issue in consultation with the wider non-alcoholic beverages industry through the Australian Beverages Council (ABCL). The views of the non-alcoholic beverages industry are appropriately and accurately expressed in the ABCL's submission to the P1030 consultation paper. Asahi Beverages Pty Ltd confirms its strong support for the positions detailed in the ABCL's submission and supports any additional information provided to FSANZ to justify these positions.

Thank you for taking the time to consider Asahi Beverages Pty Ltd position on Proposal P1030 and this supporting letter of the ABCL's submission. If you wish to discuss any aspects of this letter, please contact Glen Rogers

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