

19 December 2014

Food Standards Australia New Zealand
PO Box 7186
CANBERRA BC ACT 2610

Dear Sirs

**Food Standards (Proposal P1035 – Gluten Claims about Foods containing Alcohol)
Variation**

1. Details of submitter:

Coca-Cola Amatil (Aust) Pty Ltd
Level 12 40 Mount Street
North Sydney NSW

[REDACTED]
Managing Director Alcohol and Coffee
Director of Coca-Cola Amatil (Aust) Pty Ltd
[REDACTED]

2. The Proposal

It is noted that FSANZ proposes to amend Food Standard 1.2.7 – Nutrition, Health and Related Claims.

The effect of this will be to allow gluten content claims to be made on alcoholic beverages.

3. Submission on the proposal

Coca-Cola Amatil (Aust) Pty Ltd (CCA) is the distributor of imported and locally produced alcoholic beverages. The portfolio of products includes beer, cider, spirits and ready to drink spirit based beverages.

CCA supports the proposal to amend the Food Standard 1.2.7.

The Food Standards provide a mechanism by which food manufacturers provide information to consumers about the contents of alcohol beverages.

In general terms, CCA supports the benefit to the consumer, and in particular, gluten sensitive consumers by providing accurate information on alcoholic beverages.

In clear terms, the provision of gluten claims will enable gluten sensitive consumers to assess the claims and make an informed choice about their purchase and consumption of the beverage.

If the proposal was not adopted, it is also clear that gluten sensitive consumers would not be able to make an informed choice and as such they would not be in a like position as other consumers.

CCA supports the proposal.

Yours sincerely

A large black rectangular redaction box covering the signature of the Managing Director.

Managing Director Alcohol & Coffee

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Coca-Cola Place - L12, 40 Mount Street, North Sydney NSW 2060, Australia