

**Food Standards Australia New Zealand Application A1034 -  
Advantame as a High-Intensity Sweetener, 2<sup>nd</sup> Assessment Report  
15 March 2011**

The New Zealand Food & Grocery Council (the “FGC”) welcomes the opportunity to comment on the Food Standards Australia New Zealand (“FSANZ”) Application A1034 – Advantame as a High-Intensity Sweetener (the “Application”).

The FGC represents the major manufacturers and suppliers of food, beverage and grocery products in New Zealand. FGC member companies supply over 95 percent of the processed food and beverages supplied to the grocery retail industry and over 70 percent of supermarket packaged good sales.

The FGC understand that the Application seeks to enable the use of a new intense sweetener, Advantame, to be used in a range of foods including powdered drinks and tabletop sugar substitutes.

The FGC agrees with the preferred approach of preparing draft variations to permit the use of Advantame as a Schedule 2 food additive in Standard 1.3.1 for use according to Good Manufacturing Practice in foods specified in Schedule 1.

The FGC is very interested in the outcome of the Application and wishes to remain aware of any developments as and when they occur.

For further information, please contact:

Katherine Rich  
Chief Executive  
New Zealand Food & Grocery Council  
[katherine.rich@fgc.org.nz](mailto:katherine.rich@fgc.org.nz)