

Response to the NIP review preliminary position paper

Australian Beverages Council Limited

30 November 2025





The Australian Beverages Council Limited (ABCL) is the leading peak body representing Australia's non-alcoholic beverages industry.

For over 75 years, the ABCL has been the only dedicated advocate for this industry, representing approximately 95 per cent of the industry's production volume. Our members range from Australia's largest drinks manufacturers to small and micro beverages companies whose drinks are enjoyed nationally as well as around the world. These beverages include carbonated soft drinks, energy drinks, sports and electrolyte drinks, frozen drinks, bottled and packaged waters, 100 per cent juice and fruit drinks, cordials, iced teas, ready-to-drink coffees, kombuchas, flavoured milk products and flavoured plant milks.

ABCL's response to FSANZ's NIP review preliminary position paper

The Australian Beverages Council Limited (ABCL) appreciates the opportunity to provide comments to Food Standards Australia New Zealand (FSANZ) on its Preliminary Position Paper on the Nutrition Information Panel (NIP) review.

The ABCL supports FSANZ's preliminary position that the current NIP is meeting its intended purpose and regulatory changes to the Food Standards Code are not necessary at this time.

We commend FSANZ for its evidence-based and collaborative approach throughout this review, including commissioning of new consumer research and engagement with a broad range of stakeholders. Findings from FSANZ's Consumer Insights Tracker over the past two years consistently show that the NIP is one of the most trusted and most frequently consulted labelling elements by consumers in both Australia and New Zealand.

Stakeholder consultation and consumer research conducted during the review have identified areas where the NIP is less well understood, including the interpretation of serving size, %DI information, and specific nutrients. Accordingly, the ABCL

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recommends that these issues be addressed through targeted consumer education campaigns, rather than through amendments to the Code that would alter the NIP format. Improving general nutrition literacy is likely to provide greater benefits in supporting consumers to make safe and informed food choices. In addition to broader education campaigns, the ABCL would welcome the opportunity to work collaboratively with FSANZ on consumer-facing resources, such as user guides or toolkits, to help support consumers to interpret and use the NIP. The ABCL recommends that FSANZ prioritise consumer educational initiatives as the primary mechanism to address comprehension issues, rather than pursuing regulatory changes to the NIP.

Stakeholder feedback and consumer research indicate that serving size information is sometimes inconsistently applied across products, which can contribute to consumer confusion. The position paper notes that confusion may arise when serving sizes do not reflect actual consumption, and that serving sizes perceived as unrealistic can undermine consumer trust. Industry agreed Standardised Serve sizes, such as those for beverages in the [HSR System Calculator and Style Guide for Industry](#), serve as guidance for industry and can help support clearer communication with consumers.

Following FSANZ's final recommendation to Food Ministers, the ABCL requests a formal update on the status of *Proposal P1058: Nutrition labelling about added sugars*. As of November 2025, the FSANZ Work Plan indicates this proposal is currently on hold due to the holistic review of the NIP. An updated status for P1058 in the FSANZ Work Plan is important for industry planning and regulatory certainty.

The ABCL also acknowledges the issue raised regarding the provision of nutrition information in online sales. While this matter sits outside the scope of the current review, it remains an important component of informed consumer choice, and we look forward to engaging in future consultations exploring this topic.

Further enquiries

Should you have any queries regarding the positions detailed in this submission, please contact Paula Treacey, Nutrition & Regulatory Officer, via email paula@ausbev.org.