

**From:** [REDACTED]  
**Sent:** Thursday, 20 August 2009 12:36 PM  
**To:** Hugh Cowan  
**Cc:** Jane Dibbs  
**Subject:** Re: Smooze fruit ice

Hi Hugh,

Thank you very much for your letter and the research information you included. I have discussed your product with the team and unfortunately we still cannot register Smooze based on the fact that **at this stage we do not have an appropriate category in which to register it.**

As stated in your letter this product would be assessed against the Fresh Tastes @ School sugar sweetened drink criteria, and when assessed against this it fits. However the Healthy Kids categories are different to those used for Fresh Tastes and at present we do not have a category for Smooze. We have two categories for frozen treats; 'Frozen Juice' (99% juice) and 'Ice Creams and Milk-Based Ice Confections' (>80mg calcium/serve). Smooze is neither 99% juice or milk based so we cannot register it. I have attached a copy of our criteria for your interest. We do not have nutrient criteria to register ice blocks, fruit based gelato etc.

**Registration with us is not compulsory and as your product fits the Fresh Tastes strategy it can be sold in school canteens.**

There are national canteen guidelines currently in development due for completion in April 2010. We will be conducting a review of our Healthy Kids Nutrient Criteria in line with the national guidelines and we will certainly be taking products such as yours into account during this process.

Kind Regards

**Emily McCluskey**  
Dietitian  
Food Industry and Schools Teams

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Healthy Kids SCA's mission is to promote and influence healthy food choices for children.