



**NEW ZEALAND JUICE & BEVERAGE ASSOCIATION**

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To Whom It May Concern

Grant Hall has been a member of the Executive Committee of the New Zealand Juice and Beverage Association (NZJBA) since September 2004. The NZJBA represents the interests of the \$1.3 billion non alcoholic cold beverage industry in New Zealand and has approximately 65 members who are either involved in the supply of beverages or associated materials.

Grant's primary focus has been to represent the interests of bottled water suppliers which is a rapidly growing segment of the industry. This has included proposing a new self regulatory standard and compliance programme for bottled water, presenting keynote speeches on the bottled water industry at annual conferences, and launching the United Nations endorsed Water For Life programme in New Zealand.

In addition to this, Grant is a member of the Public Relations committee of the Association, and will represent the Association on the Environmental Beverage Action Group this year.

Grant has made a very positive contribution to the Association and to the industry in the time that I have known him and I commend his effort and enthusiasm.

Carl Bergstrom  
**President – NZJBA**