



**ICEBERG  
INDUSTRIES  
CORPORATION**

September 19, 2000

Felicia B. Satchell  
Chief, Food Standard Branch  
Office of Food Labeling (HFS-158)  
Center For Food Nutrition  
Food and Drug Administration  
200 C Street, SW  
Washington, DC 20204

Re: Amendment to Temporary Marketing Permit Docket #00P-1439 to include Harris Teeter Iceberg Water label.

Dear Ms. Satchell,

As a result of our marketing efforts Iceberg Industries has been asked by Harris Teeter Co. of Mathews, North Carolina to bottle iceberg water as a private label under the Harris Teeter brand in both the 1-L (33.8 fluid ounces) and 350-ML (11.9 fluid ounces) sizes.

Harris Teeter is comprised of 152 stores that are located in North Carolina, South Carolina, Virginia, Tennessee, Georgia, and Florida.

Our present Temporary Marketing Permit only covers the Borealis Iceberg Water label so I am therefore requesting that the FDA amend our existing permit to also include the Harris Teeter label.

The Harris Teeter Iceberg Water will be bottled at our Trepassey production facility and will be manufactured under the same processes and quality standards as our Borealis brand.

It is our understanding that the Harris Teeter product will be included under the same fluid weight restriction of 1,124,024 US gallons.

I have included printer's proofs of the labels for your approval.

Should you have any questions, I can be reached at 709-438-2435.

Sincerely,

Vernon Matheson

00P-1439

AMD 1





**ICEBERG  
INDUSTRIES  
CORPORATION**

October 17, 2000

Loretta Carey  
Office of Food Labeling (HFS-158)  
Center For Food Safety and Applied Nutrition  
Food and Drug Administration  
200 C Street, SW  
Washington, DC 20204

Dear Ms. Carey,

Please find enclosed corrected "printers proofs" of the Harris Teeter 350ml and 1 liter labels.

Please let me know if these are acceptable now that the changes have been made.

Yours truly,

Vernon Matheson  
Iceberg Industries Corporation

**BOREALIS**  
**ICEBERG**  
**VODKA**

**BOREALIS**  
*Iceberg*  
**WATER**

**DISCOVERY**  
**SPRING**  
Natural Spring Water