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Vernon Matheson  
Operations Manager  
Iceberg Industries Corporation  
16 Forest Road, Suite 200  
Post Office Box 8251, St. John's, NF  
Canada, A1B 3N4

Re: Docket No. 00P-1363/CP1

Dear Mr. Matheson:

This letter is in response to your citizen petition, dated and filed June 22, 2000, requesting that the Food and Drug Administration (FDA) amend 21 CFR 165.110 to include a standard of identity for iceberg water.

As part of the Regulatory Reinvention Initiative that begun in 1995, FDA is in the process of reinventing food standards. FDA recognizes the importance of reinventing food standards in a manner that both protects the interest of consumers and provides manufacturers reasonable flexibility in using innovative techniques to produce foods governed by a standard of identity. Consequently, we are currently working with the Food Safety and Inspection Service of the United States Department of Agriculture (USDA) to propose a set of guiding principles by which existing FDA and USDA standards of identity may be revised or eliminated, or new ones established. Given our current efforts to modernize food standards as a whole, we think it would be prudent to wait until we have the guiding principles in place before taking action on the amendment of the standards of identity for bottled water as requested by Iceberg Industries Corporation.

In accordance with 21 CFR 10.30(e)(2), this letter is to advise you that we have not been able to reach a decision on your petition within the first 180 days of its receipt. As we continue to develop our policy on the modernization of food standards, we will consider

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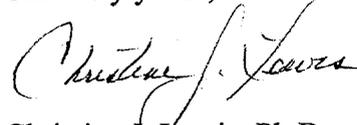
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how to most appropriately address Iceberg Industries's petition within FDA's overall strategy to reinvent food standards.

If we may be of further assistance, please let us know.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Christine J. Lewis".

Christine J. Lewis, Ph.D.  
Director

Office of Nutritional Products, Labeling  
and Dietary Supplements  
Center for Food Safety  
and Applied Nutrition