

GOOD FOOD ALLERGEN INFORMATION IS Good for business

There is no cure for food allergy

The only way people with allergies can stay safe is by avoiding the foods that they are allergic to. Eating these foods can make them ill and could lead to death.

You have a legal responsibility to serve safe food. That's why **providing good allergen information is vital if you want your customers to trust the food you serve.**

Research by the Food Standards Agency shows that providing good allergen information improves allergic customers' confidence when eating out.



Top 5 research findings and what it means for you



1

People with allergies **value staff** that are **knowledgeable about their menu**. They are reassured when you show interest and expertise when talking about allergens.



2

Staff who **offer information** and **invite customers to discuss** their allergy requirements, right at the start when taking orders, make customers feel confident.



3

Customers feel that there is a **big risk to the credibility of your business** if you offer allergen information but cannot provide it effectively and reliably in practice.



4

Provide detailed allergen information as simply and clearly as you can for your customers. It's also a good idea to provide references for them to look at (e.g. recipe cards, ingredient labels etc) if possible.



5

A successful 'eating out' experience for people with allergies will make them **more likely to return** or recommend you to others with food allergies or intolerances.

The preferences of those with food allergies and/or intolerances when eating out

In the UK, around

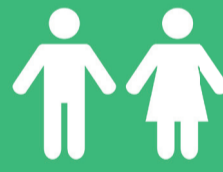
2 million people

(5% of children and 2% of adults) have a food allergy

FSA report of 2008 TO7 Food Allergy and Intolerance Research Programme Review



2%



5%



On average **10 people** die each year die as a result of having a food allergy

<http://www.nhs.uk/conditions/food-allergy/pages/intro1.aspx>

An estimated

1 in 100 people

have coeliac disease

Bingley, P. J. et al. (2004) Undiagnosed coeliac disease at age seven: population based prospective birth cohort study. British Medical Journal 7435 322-323



Information shared in partnership with the Food Standards Agency



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