

GOOD 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 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.

Research¹ 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 reference 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.



You can find free resources including allergen templates, online training, posters, leaflets and other guidance at: www.food.gov.uk/allergen-resources



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

On average **10** people each year die as a result of having a food allergy.³



An estimated **1 in 100** people have coeliac disease.⁴