

Food Information Regulations

Compliance is mandatory. Fourth makes it easy

What are the FIR?

FIR, the EU Food Information for Consumers Regulation (EU FIC) (No.1169/2011) states that information on any of 14 allergens used as ingredients will need to be provided for foods sold without packaging or wrapped on site.

This information could be written down on a chalk board or chart, or provided orally by a member of staff. Where specific allergen information is not provided upfront, clear signposting to where this information could be obtained must be provided.

What are the 14 allergens?

1. **Celery** including celery stalks, leaves and seeds and celeriac, in salads, soups, celery salt, some meat products
2. **Cereals** such as wheat, rye and barley and foods containing flour, such as bread, pasta, gluten cakes, pastry, meat products, sauces, soups, batter, stock cubes, breadcrumbs, foods dusted with flour
3. **Crustacea** such as prawns, lobster, scampi, crab, shrimp paste
4. **Eggs** in cakes, mousses, sauces, pasta, quiche, some meat products, mayonnaise, foods brushed with egg
5. **Fish** in some salad dressings, pizzas, relishes, fish sauce and some soy and Worcestershire sauces
6. **Lupin** seeds and flour in some types of bread and pastries
7. **Milk** in yoghurt, cream, cheese, butter, milk powders, foods glazed with milk
8. **Molluscs** such as mussels, whelks, squid, land snails, oyster sauce
9. **Mustard** including liquid mustard, mustard powder and mustard seeds, in salad dressings, marinades, soups, sauces, curries, meat products
10. **Nuts** in sauces, desserts, crackers, bread, ice cream, marzipan, ground almonds, nut oils
11. **Peanuts** in sauces, cakes, desserts, groundnut oil, peanut flour
12. **Sesame** in bread, breadsticks, tahini, houmous, seeds sesame oil
13. **Soya** as tofu or beancurd, soya flour and textured soya protein, in some ice cream, sauces, desserts, meat products, vegetarian products
14. **Sulphur** in meat products, fruit juice drinks, dried dioxide fruit and vegetables, wine, beer



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What should operators do?

1. Ensure that your recipe and menu planning systems can:

- Cope with detailed and stringent allergen requirements at lowest possible cost
- Be fully integrated with all the other systems in the business eg purchase to pay, inventory, POS, mobile
- Enable you to publish menu information, complete with nutritional information including calorie and intolerance details to your own website
- Be accessed quickly and easily by all those who need to know – chefs, operations and waiting staff
- Eliminate all lab testing and costs
- Eliminate all manual process

Click to find out why TRG, Company of Cooks, Fullers, St Austell, Shepherd Neame, Hall and Woodhouse, the Tesco-owned Dobbies, David Lloyd Leisure, Genting Casinos, Hotel Chocolat, Stena Line, Gails, RAC, and Hix are using Fourth's peerless recipe and menu planning tool go to www.fourth.com

2. Be confident of the allergy information provided on ingredients from suppliers

3. Review each menu item to ensure that all allergens are described

4. Ensure customer facing staff provide accurate and consistent allergen information via regular and rigorous training

5. Have a robust system to manage the process, to include HACCP (Hazard Analysis & Critical Control Point), risk assessment & management procedures, supply chain controls, goods delivery and storage procedures, food preparation systems, finished item storage/distribution policy, quality assurance, food labelling and communication/record keeping systems.



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Are there any business opportunities deriving from the FIR?

- According to the FSA, there are 2m allergy sufferers (and growing) in the UK. Businesses catering for them could see growing revenues, partly driven by allergy-friendly review websites. See The Anaphylaxis Campaign's review directory for members to share eating out experiences called 'Tried and Trusted'.
 - In a recent survey by Coeliac UK said that 74% of their members would eat out at least once every two weeks if they could be confident of a gluten-free meal. This equates to approximately £100m extra turnover a year.
 - These potential customers have wanted to be able to eat out but have not dared to for fear of having a reaction to a specific type of ingredient.
 - The argument that the one person in a group of 10 with an allergy decides where the other nine are eating is self-evident, providing potential for great return on investment in compliance.
 - A recent survey carried out by the Food Allergy Training Consultancy (FATC) found that 97% of people would visit an establishment if they stated on menus which dishes were appropriate for their allergy.
 - 97% also said they would visit a venue which displayed allergy friendly logos, and if they've had a good experience, these are the type of people who will really shout about it on facebook and Twitter, equating to free marketing for operators.

What are the consequences of non-compliance?

Trading Standards will be enforcing these regulations - non-compliance sanctions include:

1. Civil proceedings
2. Criminal proceedings
3. Prosecution
4. Fines
5. Reputational damage as customers take to Facebook and Twitter to report non-compliance and bad eating experiences

What do consumers think?

Research from the Freefrom Eating Out Awards team shows that 83% of allergy sufferers and coeliacs do not trust waiting staff to give them accurate information about allergens or gluten in the food they are serving.

The survey, which was completed by 54% allergy sufferers and 46% with coeliac disease, showed that 53% of people don't eat out because they don't trust restaurants to understand their allergies or special dietary needs. 44% said it was too much hassle and 67% claimed there was not enough choice on the menu.

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About Fourth's recipe and menu engineering solution

The perfect balance of creativity and cost control in the kitchen – with 3% GP improvement and ROI in three months.

With our Recipe and Menu Engineering module you can achieve the perfect balance in the kitchen - getting the very best from your chefs while eliminating every penny of unnecessary expenditure. And that's great for both your customers and your bottom line.

It comes with allergen & intolerance (A&I) capabilities as standard, totally complying with the EU FIRs. You can set A&I data at ingredient level and be sure that all the recipes you create will have accurately calculated A&I. You can restrict A&I attributes to the core 14 covered by the legislation – and even exclude certain recipe ingredients from A&I calculations - useful for optional items like mustard sachets.

Our multi-user environment provides you with constant real-time access to all your information and data in one flexible and scalable solution that can be deployed right across your business - giving you total purchasing and margin control. And its available on tablet to enable all staff to have access to A&I data at every unit.

Helpful links

www.food.gov.uk/policy-advice/allergyintol/#.UtZp58RdXeo

www.anaphylaxis.org.uk/login?route=/reviews

www.fatc.co.uk

