

A guide to Natasha's Law & Labelling Solutions



Natasha's Law

New legislation (the Food Information (Amendment) Regulations 2019) is being introduced to provide further protection to allergy sufferers who buy foods that are 'prepacked for direct sale' (PPDS) to give them more confidence in the food they buy.

It comes into force on the 1st October 2021 in England, Wales, Northern Ireland and Scotland and is commonly referred to as Natasha's Law after the tragic death of Natasha Ednan-Laperouse, who had an allergic reaction after eating a filled baguette which did not carry full ingredient and allergen labelling at the time.

At present, the allergen information for PPDS products can be provided by any means, including being informed verbally by staff i.e. 'Speak to a member of staff for allergy advice'.

Natasha's Law will require food businesses to include full ingredients labelling on 'pre-packed for direct sale' (PPDS) foods, and where there are any allergens in the recipe, these must be clearly indicated by a unique typeface, e.g. bold.

Sysco Speciality Group (**Fresh Direct, M&J Seafood, Fresh Fayre, Wild Harvest and KFF**) can support you with all the information you need to understand the new law, as well as provide you with easy to access product & allergen information, and end-to-end recipe management, printer, and labelling solutions to help you achieve compliance.

Things you need to know

The new food labelling requirements

- The new allergen labelling requirements will apply to a category of food called 'prepacked for direct sale' (PPDS) from 1st Oct 2021
- This is food which is packaged at the same place it is offered to consumers
- Typical examples would include sandwiches packaged and sold from the same premises or fast food wrapped or packaged before a customer selects or orders it
- Made to order or unwrapped foods are not affected by this new law, although allergen information must still be available for these products



What is prepacked for direct sale food?

'Prepacked for direct sale' (PPDS) food is determined by three criteria – all three must apply:

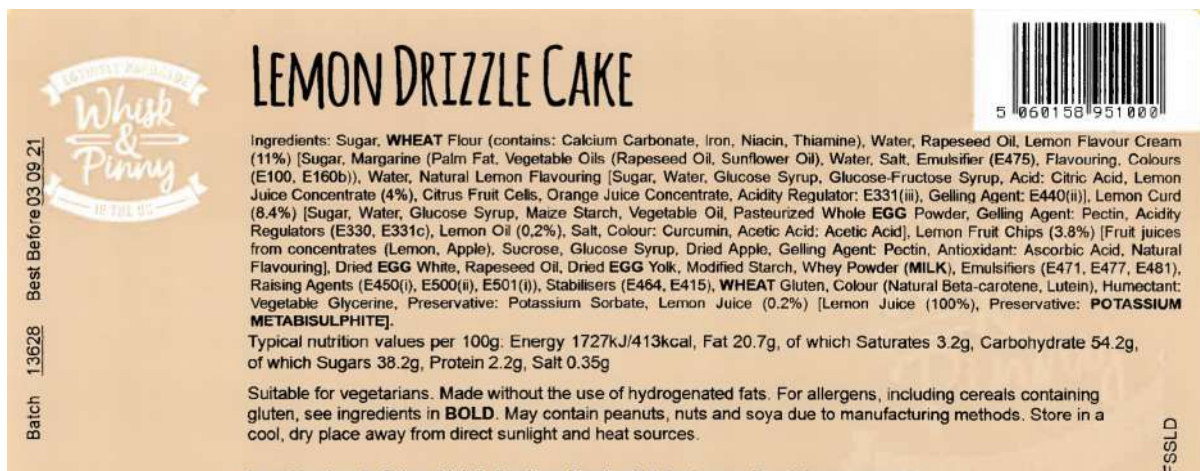
1. **What?** (PPDS) food is packaged before the consumer selects or orders it. Any food that is not in packaging when it is ordered, or is loose and is packaged after being ordered, is not included.
2. **Where?** (PPDS) food is packaged at the same premises or at the site it is presented or sold to the consumer. This also includes: Food packaged by the same food business and sold at a temporary or mobile site, such as a food truck or market stall. The same food packaged and offered at different units in one building complex, such as an airport, hospital or shopping centre.
3. **How?** (PPDS) food is in packaging which meets all of the following criteria: The food is fully or partly enclosed by packaging, The food cannot be altered without opening or changing the packaging, The food is ready for final sale to the consumer.





What new information is required on the label?

- The name of the food
- Full ingredient list with the 14 declarable allergens clearly emphasised in the ingredients list when present (for example in **bold**, underlined, CAPITALS, *italics*)
- Your ingredients must be legible and meet the minimum font size (where the x-height is equal to or greater than 1.2mm, although this can be reduced to 0.9mm on packaging where the largest surface has an area of less than 80 cm²)



How to access product & allergen information from Sysco Speciality group?

Sysco Speciality Group provides product and allergen information in easy to find and use formats, ensuring you can prepare and serve food safely to consumers. Allergen information can be found in the following places:

- **Food packaging** - ingredient and allergen information can be found in the ingredients list as well as in the 'may contain' statements on packaging
- **Product specifications** - our Customer Services team can also provide useful allergy and intolerance information and advice on our products, as well as providing detailed product specification sheets
- **Online ordering apps** - ingredient and allergen information can be found on our individual online ordering apps (Fresh Direct, M&J Seafood, Fresh Fayre, Wild Harvest and KFF) simply by clicking the '**Information**' you can download detailed specifications



Sysco | Speciality Group

freshdirect

m&j

FRESH FAYRE

wild harvest

kff

Email: info@syscospecialitygroup.co.uk

The Sysco Speciality Group consists of Fresh Direct (UK) Limited (registered in England No. 03053702) and Kent Frozen Foods Limited (registered in England No. 00723950) both with their registered office at Enterprise House, Eureka Business Park, Ashford, Kent TN25 4AG



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LabelLogic Live
Next Generation Labelling

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freshdirect™



FRESH FAYRE

wild harvest



PLANGLOW IN PARTNERSHIP WITH SYSCO SPECIALITY GROUP

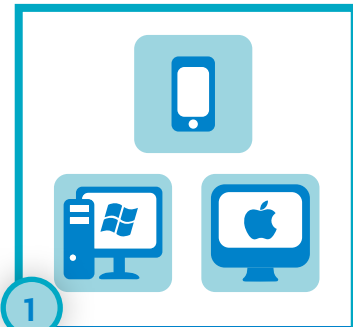
Providing a seamless, accurate and Natasha's Law
compliant data solution for your labelling

Create and print your own Natasha's Law compliant food labels
using our quick and easy-to-use labelling app and your home/office
printer, utilising your wholesaler ingredient data

LABELLOGIC LIVE: EASY LEGAL LABELLING FOR YOUR FOOD AND DRINK

T 0117 317 8600 E info@planglow.com W labellogiclive.com

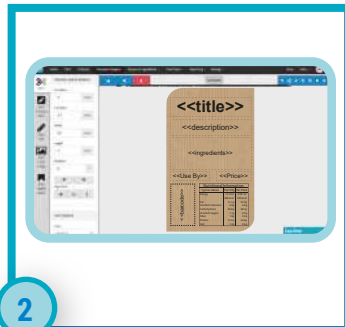
MULTI-AWARD WINNING LABELLING SOFTWARE



1

Create Labels Online

Using any internet connected device such as your computer, laptop, tablet or mobile phone



2

Add Product Information

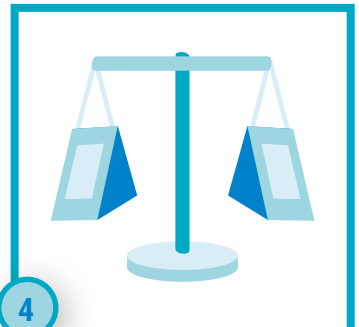
From price to full ingredients declarations and barcodes, you can also highlight allergens in bold



3

Print With a Home/Office Printer

Print sheet labels with a standard desktop printer. Roll labels are also available (roll printer required)



4

Easy Legal Labelling

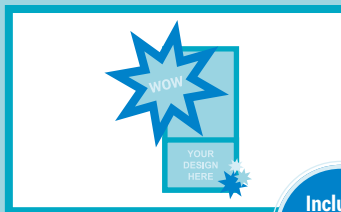
Simple, legally compliant labelling ahead of Natasha's Law and any further changes that might come

WHY SWITCH TO LABELLOGIC LIVE



Cost-Effective

No investment in hardware required. Reduces waste and print costs by printing on-demand



Includes
Easy to Use
Design Tool

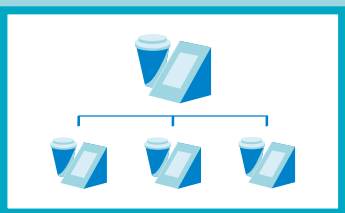
Designer Labels

Choose from one of our predesigned templates or design your own



Industry Leading Support

Free of charge support via phone, live chat, remote access and site visits



Multi-Site Benefits

Create a centralised master database that you control with automatic syncing to sites and user management to set localised permissions



Access Your Live Ingredient Data

Access data sets for all Sysco wholesalers in LabelLogic Live. Simply use a product code or name to access live ingredient, nutri and allergen data and add this to your labels using an easy to use recipe builder



Nutri Labelling Made Easy

LabelLogic Live removes manual data entry of wholesaler ingredient and allergen data thanks to automatic syncing. It ensures accurate and update to date, Natasha's Law compliant allergen and nutri data at the click of a button

 LabelLogic Live

Next Generation Labelling

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