

# NATASHA'S LAW COMES INTO EFFECT 1ST OCTOBER 2021

## ARE YOU READY?

### What is Natasha's Law?

As of 1st October 2021, any business based in the UK must clearly label all foods prepared and packed on their premises. The purpose of this new legislation is to give allergenic ingredients more prominence on product labels in order to protect hypersensitive consumers and give them greater confidence in the food they buy, following the tragic death of Natasha Ednan-Laperouse in 2016.

This is an important and welcome step towards our ambition for the UK to become the best place in the world for people who have food allergies and intolerances.

The Food Standards Agency Chair, Heather Hancock

All pre-packed for direct sale foods will now need to have labels showing:

- The name of the foods
- A full ingredients list with the 14 allergens required to be declared by food law emphasised on the ingredients list if present.
- Clearly label all foods prepared and pre-packed for direct sales (PPDS) on their premises.
- Food operators can get allergen information from Erudus <https://erudus.com>



Celery



Crustaceans



Egg



Fish



Lupin



Milk



Molluscs



Mustard



Peanuts



Sesame



Soya



Sulphur Dioxide



Treenut



Amber

Over 170 foods can cause allergic reactions according to statistics on food allergies.

(Research Gate)

The number of adult patients admitted to hospital because of allergies has more than doubled since 2013, reaching a record high of 27,172 in 2019/2020.

(Anaphylaxis.org.uk)

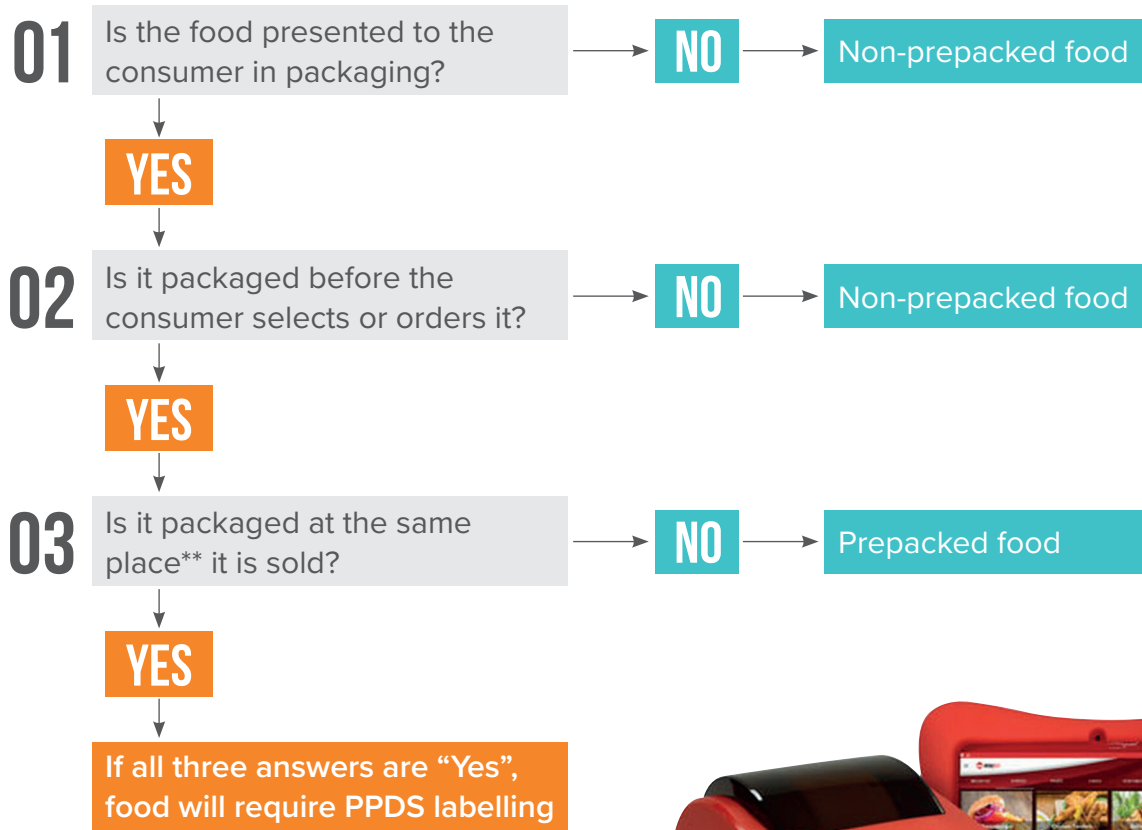
Anaphylaxis-type reactions occur in around one in 1,000 people worldwide.

(Allergy UK) (Mayo Clinic)

For further information and to see how you will be affected please visit the Foods Standards Agency website: <https://www.food.gov.uk/>

# WHAT FOOD WILL REQUIRE PPDS LABELLING?

Food will require the new labelling if it meets all three criteria:



## OUR RECOMMENDED SOLUTION?

To help you become compliant we have teamed up with Retail Packaging Solutions (RPS) to offer you the Daymark Matt 85 Starter Pack, which includes...

- Android Matt85 tablet and protective cover
- Matt85 Thermal printer
- 2 rolls of labels of your choice of size
- Pre-sale product demonstration
- Post sales product training package
- 12-month replacement warranty
- Label design support
- 24/7 telephone support

Get in touch:  
[matt85@chfoods.co.uk](mailto:matt85@chfoods.co.uk)  
 or contact your  
 Area Sales Manager



On October 1st, 2021, the UK Food Standards Agency (FSA) will publish further industry guidelines to support business as they adapt to these legislative changes.

\*\* Food packaged at the same place includes:

- food packaged by the same food business and sold at a temporary or mobile site, such as a food truck or market stall.
- food packaged and offered at different units by the same business in one building complex, such as an airport or shopping centre