

How much does the scheme cost?

Costs will vary depending on your annual food and beverage turnover and the number of outlets you wish to apply for the Allergy Aware Scheme.

To find out more about the Allergy Aware Scheme, and for a bespoke quotation, please call **01322 470 336** or email allergyaware@allergyuk.org

Start putting
“peace of mind” on the menu.
Get in touch!



If you are interested in joining the Allergy Aware Scheme please contact Allergy UK for more information:

Telephone: **01322 470 336**

Email: allergyaware@allergyuk.org

Visit: allergyuk.org/aas



/allergyuk

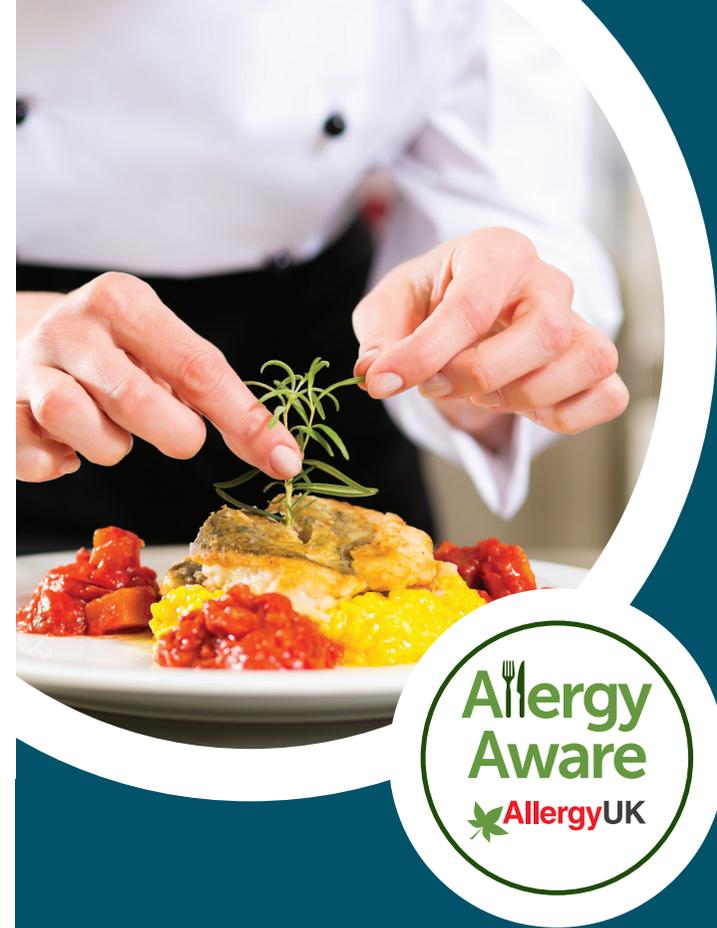


@allergyUK1



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**Allergy
Aware**
AllergyUK

Allergy UK's recognition for catering outlets

Putting peace of mind on the menu

What is the Allergy Aware Scheme?

Allergy UK understands that one of the biggest fears for those affected by food allergy is eating out. Our consumer survey (*Allergy UK, 'Living in Fear', 2015*) revealed that 92% of those affected by allergy are scared to eat out. Allergy UK's Allergy Aware Scheme recognises caterers who provide peace of mind to both customers and staff; customers feel reassured that they are eating at a restaurant or cafe that takes food allergy seriously, whilst staff feel confident that they have the necessary training to cater for people with food allergy.

95% of allergy sufferers would feel more confident eating out at a food outlet that was recognised by Allergy UK's Allergy Aware Scheme

(Allergy UK, 'Eating out with food allergy or intolerance', 2016)

By demonstrating that you are a responsible catering outlet, you could attract more customers through your door, providing you with a competitive advantage.



Why join the Allergy Aware Scheme?

The key advantages for joining the Allergy Aware Scheme are:



Legal compliance (evidence for your local Environment Health Officer that you're going above and beyond, which should aid your Food Hygiene rating)



Expanding your clientele (being an industry leader and tapping into a new market)



Reassurance to diners (a positive dining experience for those with allergy)
Positive dining experience = positive feedback



Confidence for staff (understanding and ability to serve those with allergy, putting less pressure on certain members of staff having to take responsibility)



Credibility (working with national charity Allergy UK, undertaking an independent audit)

Allergy Aware Scheme benefits

Once your catering business is recognised by the Allergy Aware Scheme, benefits will include:

- Use of the Allergy Aware Scheme™ logo as a window sticker, on menus and in marketing materials
- Listing in the Restaurant and Café Guide on the Allergy UK website
- Proactive PR activity in partnership with Allergy UK, with exposure in national and regional online and offline media
- Promotion through our social media channels and our monthly e-news
- Opportunity to create further awareness within the allergic community
- Working with Allergy UK on bespoke projects and campaigns

How do I apply?

1

Contact Allergy UK on **01322 470 336** and a dedicated account manager will discuss the application process, provide a quotation and timelines

2

Once agreed, you will receive all relevant documentation and materials, including a self-assessment audit pack

3

Once we receive the completed self-assessment, an independent site audit will be arranged by Allergy UK

4

Allergy UK will share the findings from the site audit with you

5

Should the site audit(s) be successful, you will receive a Licence Agreement which will permit the use of the Allergy Aware Scheme™ logo

6

The scheme is renewable annually. At this time, you will undergo further site audit(s), to ensure the standards required are being maintained