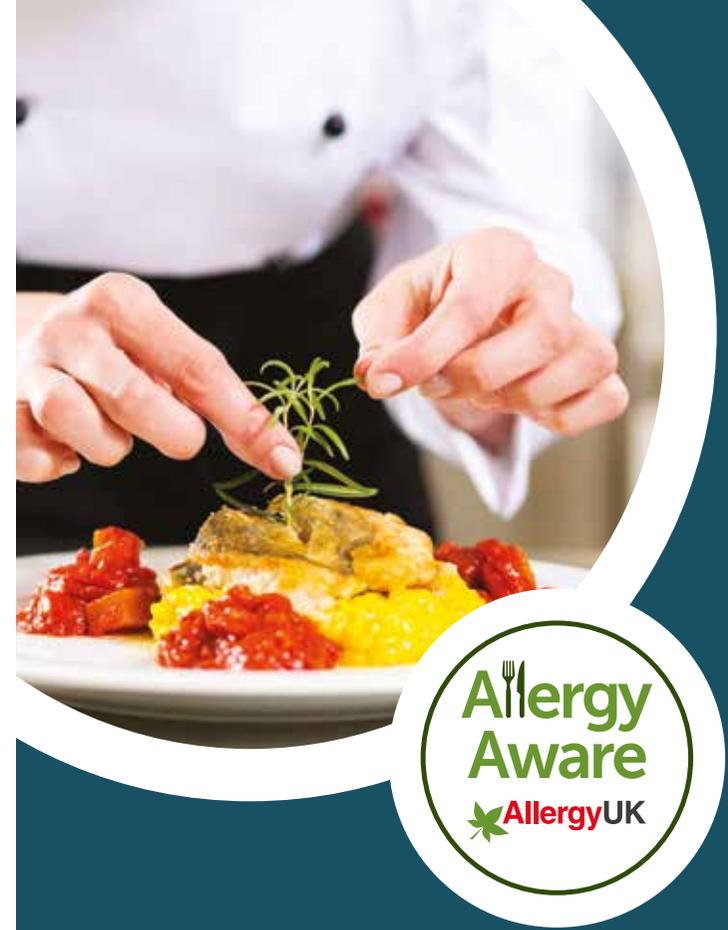


How much does the scheme cost?

For all new businesses applying to join the scheme during this special promotion period the application fee is £500.00 (+VAT) per outlet.

To find out more about the Allergy Aware Scheme please call **01322 611 640** 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 611 640**

Email: allergyaware@allergyuk.org

Visit: allergyuk.org/aas



/allergyuk



@allergyUK1



@allergy_uk

The content of this leaflet was written and developed by Allergy Research Limited. Date of preparation January 2019.

The Allergy Aware Scheme is managed by Allergy Research Limited which is a trading subsidiary of Allergy UK (the operational name of the British Allergy Foundation). Allergy UK is a charitable company limited by guarantee and registered in England and Wales. Company no: 4509293. Registered in Scotland. Charity no: SC039257.

Allergy UK's Allergy Aware Scheme

Putting peace of mind on the menu

What is the Allergy Aware Scheme?

Allergy UK understands that one of the biggest fears for people living with food allergy is eating out. Our consumer survey (*Allergy UK, 'Living in Fear', 2015*) revealed that 92% of those living with 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 café that takes food allergy seriously, whilst staff feel confident that they have the necessary training to cater for people with food allergy.

95% of people living with food allergy 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 can 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 customer base (being an industry leader and meeting the needs of the allergic community)



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
- Proactive PR activity in partnership with Allergy UK, with exposure in national and regional online and offline media
- Listing in the Restaurant and Café Guide on the Allergy UK website
- Promotion through our social media channels and our monthly e-news
- Opportunity to promote your restaurant to people living with food allergy
- Working with Allergy UK on bespoke projects and campaigns

How do I apply?

1

Contact Allergy UK on **01322 611 640** and a dedicated account manager will discuss the application process and provide a quotation and timelines

2

Once agreed, you will receive all the 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 when you will undergo further site audit(s), to ensure the standards required are being maintained