**Template Letter to food and drink manufacturers**

This is a suggested template. Please personalise sharing your experiences and story.

*[INSERT YOUR ADDRESS]*
*Address*
*City*
*Postcode*

*Date [insert date]*

Dear [Manufacturer],

As a consumer living with severe food allergies that include [list allergens], I am writing to stress the importance of clear and transparent labelling on all your food products. My food allergies pose a severe risk if I inadvertently consume an ingredient to which I am allergic. The gravity of this cannot be overstated as a serious allergic reaction brings risks of fatality.

Food allergies impact millions of lives in the UK and its prevalence is worrying: research shows 2 children per classroom now live with a food allergy. Tragically, about 10 deaths per year occur in England and Wales due to allergic reactions to ingredients.

Our safety as consumers depends greatly on food manufacturers such as [insert name of manufacturer] providing accurate, transparent, and full listings of all ingredients. There is still room for industry-wide improvement regarding labelling practices for food allergy consumers. In fact, a recent Allergy UK research survey found that 47% of adults living with a food allergy have had a reaction to food incorrectly labelled. I urge you to consider revising your current labelling practices by taking the following steps:

* List all ingredients clearly and consistently on all product packaging. Do not assume certain ingredients are "common knowledge."
* Standardise the placement and format of the ingredients list, so it is easy to find.
* Eliminate vague "may contain" warnings and list any possible cross-contamination of allergens.
* Use clearly legible, bold font to list top 14 food allergen information.
* Consider symbols/icons and colour-coding for easier allergen identification.

I would welcome the opportunity to offer input from an allergic consumer viewpoint about ways [Manufacturer] on how food labelling can be revised to better promote full transparency for the allergy community. By taking action to implement improved labelling practices, you would enable millions of UK shoppers like myself, to make safer and informed choices. Currently, millions of people living with a food allergy are restricted in their food choices, and this is further compounded by unclear, difficult to understand food labelling. Scrutinising labels to determine if something could trigger a potentially life-threatening response is standard practice, and as a community, we make choices on whether or not to buy something based on food labelling information.

Please let me know if further discussing this issue would be helpful.

Thank you in advance for considering these steps to better support allergy consumers.

Sincerely,

[Your name]