

Natasha's Law – Food Allergen Labelling Changes

Natasha's Law is named after Natasha Ednan-Laperouse who, at the age of 15, passed away due to a severe allergic reaction. Natasha had a sesame allergy and was not made aware that sesame seeds had been baked into the bread of a sandwich she had purchased.

From **1 October 2021**, the requirements for prepacked for direct sale (PPDS) food labelling will change in Wales, England, and Northern Ireland. The new labelling will help protect your consumers by providing potentially life-saving allergen information on the packaging.

Any business that produces PPDS food will be required to label it with the name of the food and a full ingredients list, with allergenic ingredients emphasised within the list.

Businesses need to check if their products require PPDS labelling and what they need to do to comply with the new rules.

WHAT IS PPDS FOOD?

Prepacked for direct sale or PPDS is food which is packaged at the same place it is offered or sold to consumers and is in this packaging before it is ordered or selected.

It can include food that consumers select themselves (e.g. from a display unit), as well as products kept behind a counter and some food sold at mobile or temporary outlets.

IMPORTANT

Check if your business sells PPDS food with Food Standard Agency [allergen and ingredients food labelling tool](#). Find out more about the different requirements for labelling and what you need to do.

EXAMPLES OF PPDS FOOD

- Prepacked for direct sale (PPDS) food can include the following:
- Sandwiches and bakery products which are packed on site before a consumer selects or orders them
- Fast food packed before it is ordered, such as a burger under a hot lamp where the food cannot be altered without opening the packaging
- Products which are pre-packaged on site ready for sale, such as pizzas, rotisserie chicken, salads and pasta pots
- Burgers and sausages pre-packaged by a butcher on the premises ready for sale to consumers
- Samples of cookies given to consumers for free which were packed on site
- Foods packaged and then sold elsewhere by the same operator at a market stall or mobile site
- PPDS food provided in schools, care homes or hospitals and other similar settings will also require labelling

FOOD THAT IS NOT PPDS

- **Any food that is not in packaging or is packaged after being ordered by the consumer.** These are types of non-prepacked food and do not require a label with name, ingredients and allergens emphasised. Allergen information must still be provided but this can be done through other means, including orally.
- **Food packed by one business and supplied to another business.** This is prepacked food and already must have full labelling, including the name of the food and a full ingredients list, with allergenic ingredients emphasised within it.

IMPORTANT

See sector-specific PPDS guidance on the Food Standards Agency website, <https://www.food.gov.uk/allergen-labelling-changes-for-prepacked-for-direct-sale-ppds-food> including information for:

- Bakers
- Butchers
- Event caterers
- Fast food and takeaway restaurants
- Mobile sellers and street food vendors
- Restaurants, cafés and pubs
- Schools, colleges and nurseries

WHAT NEEDS TO BE ON THE LABEL

The label needs to show the name of the food and the ingredients list with the 14 allergens required to be declared by law emphasised within it.

These need to be in line with the legal requirements that apply to naming the food and listing ingredients.

Food businesses must still ensure they comply with existing relevant food information and labelling requirements for the country they operate in.

Here's our information on the 14 allergens and how to refer to them, where you'll find the detailed rules regarding the content, form and presentation of the name, ingredients and allergen information.

CHEESE AND PICKLE SANDWICH

Mature Cheddar cheese, pickle and butter in sliced wholemeal bread

INGREDIENTS: Wholemeal bread (wholemeal **wheat** flour, water, **wheat** bran, **wheat** protein, yeast, salt, emulsifiers (mono- and diglycerides of fatty acids, mono- and diacetyl tartaric acid esters of mono- and diglycerides of fatty acids), spirit vinegar, rapeseed oil, flour treatment agent (ascorbic acid), palm fat, palm oil, **wheat** starch), mature Cheddar cheese (**milk**), pickle (carrots, sugar, swede, onion, **barley** malt vinegar, water, spirit vinegar, apple pulp, dates, salt, modified maize starch, rice flour, colour (**sulphite** ammonia caramel), onion powder, concentrated lemon juice, spices, spice and herb extracts), butter (**milk**).

Example: Curry Sauce: Companies may want to use the statement 'Contains **milk**' in cream, yogurt, cheese and butter sold as such (these products will not have an ingredients list).

INGREDIENTS: Water, Low Fat Greek Style Natural Yoghurt (**Milk**), Mayonnaise (Water, Rapeseed Oil, Spirit Vinegar, Sugar, Potato Starch, Corn Starch, Pasteurised **Egg** Yolk, Salt, Lemon Juice), Mango Chutney (Sugar, Mango, Salt, Vinegar, Cloves, Cinnamon, Water, Acetic Acid, Spices), Curry Paste (Water, Vegetable Oil, Garlic, Concentrated Tomato Puree, Coriander, Ginger, Onion Powder, Turmeric, Sugar, Paprika, Cumin, Corn Starch, Chilli Powder, Acetic Acid, Lemon Juice, Fennel, Chilli, Fenugreek, Pepper, Lactic Acid, Mixed Spices), Coriander, Salt

Resources on the FSA website

View Introduction to allergen labelling changes prepacked for direct sale ppds

<https://www.food.gov.uk/business-guidance/introduction-to-allergen-labelling-changes-ppds>

Free online FSA Allergen Training <https://www.food.gov.uk/business-guidance/online-food-safety-training#allergen-training>

Telford & Wrekin Council Website - <https://www.telford.gov.uk/info/20359/food/731/allergens>