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Introduction to allergen labelling changes

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What businesses need to know
about the new allergen labelling for
prepacked for direct sale (PPDS) food



Changes to allergen labelling on food

This introduction is to help you check if your business is affected by the new allergen labelling requirements and what to do next to comply with the law.

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?

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.

See the checking tool later in this guide to find out if your business sells or supplies PPDS food.

Food that isn't 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.

Distance selling

The new labelling requirements do not apply to PPDS food sold by means of **distance selling**, such as food which is purchased through telephone/ internet.

Businesses selling PPDS food this way will need to ensure that mandatory allergen information is available to the consumer before they purchase the product and also at the moment of delivery.

Examples of PPDS food

PPDS food can include the following:

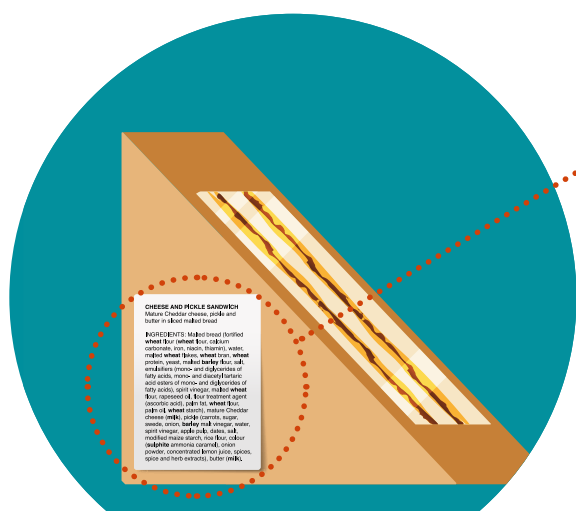
- Sandwiches and bakery products which are packed on site before a consumer selects or orders them.
- Fast food packed before it is ordered, such as a burger under a hot lamp where the food cannot be altered without opening the packaging.
- Products which are prepackaged on site ready for sale, such as pizzas, rotisserie chicken, salads and pasta pots.
- Burgers and sausages prepackaged 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.

More information is available at www.food.gov.uk/PPDS

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.

Please note: The detailed rules regarding the content, form and presentation of the name, ingredients and allergen information are not covered in this guidance. For more information on this and the 14 allergens visit www.food.gov.uk/PPDS



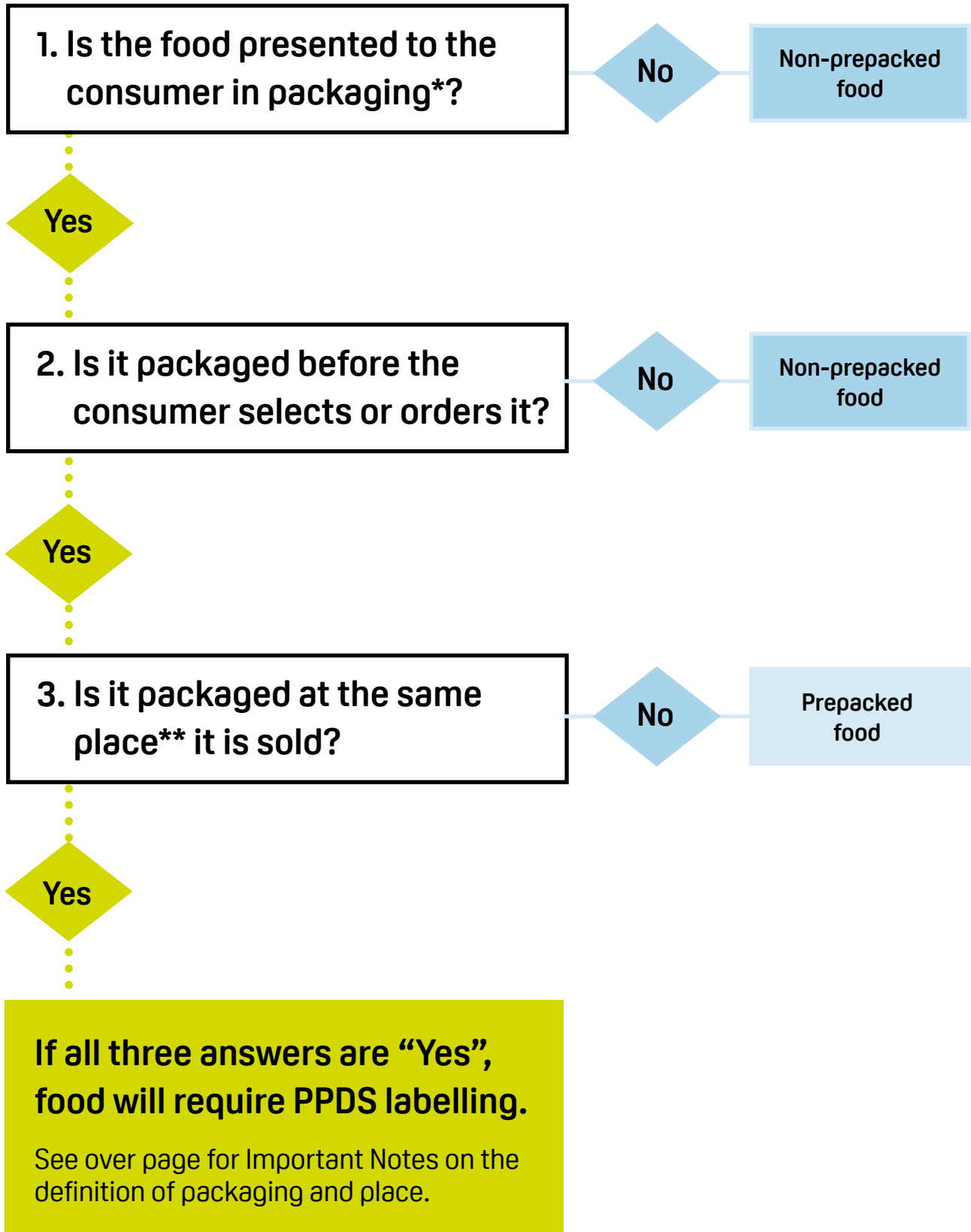
CHEESE AND PICKLE SANDWICH

Mature Cheddar cheese, pickle and butter in sliced malted bread

INGREDIENTS: Malted bread (fortified **wheat** flour (**wheat** flour, calcium carbonate, iron, niacin, thiamin), water, malted **wheat** flakes, **wheat** bran, **wheat** protein, yeast, malted **barley** flour, salt, emulsifiers (mono- and diglycerides of fatty acids, mono- and diacetyl tartaric acid esters of mono- and diglycerides of fatty acids), spirit vinegar, malted **wheat** flour, rapeseed oil, flour treatment agent (ascorbic acid), palm fat, **wheat** flour, 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**).

What food will require PPDS labelling?

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



Important Notes

Food sold via distance selling is not affected by the changes. See the section **What is PPDS food?** for more information.

*For food to be considered 'packaged' it must:

- be fully or partly enclosed by packaging; and
- cannot be altered without opening or changing the packaging in some way; and
- be ready for sale to the consumer.

** 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.

Next Steps

If your business sells or supplies PPDS food you need to take action before 1 October 2021 to comply with the law.

The FSA website has information, guides and tools to help your business prepare for the new labelling changes. **Visit the FSA website to find out more: www.food.gov.uk/PPDS**

This guidance is aimed at helping businesses check if they sell or supply PPDS food and provides an introduction to the new labelling requirements. It does not cover other labelling requirements which businesses must comply with. Food businesses must still ensure they comply with the relevant requirements for the country they operate in.