

NATASHA'S LAW EXPLAINED

Information, support and help for caterers

A free-to-attend webinar organised by Stir It Up

Tuesday 22 June 2021 • 10.00-11.00

The UK Food Information Amendment, also known as Natasha's Law, comes into effect from October 2021 in England, Wales and Northern Ireland, and will require food businesses to provide full ingredient lists and allergen labelling on foods pre-packed for direct sale.

This free-to-attend webinar has been organised to help Stir it up readers prepare for Natasha's Law. It will cover:

- **Understanding the allergic consumer**
- **An overview of current allergen legislation**
- **An explanation of PPDS, and what it means for the hospitality industry**

The webinar will comprise three presentations from renowned experts with regard to allergens, followed by a Q&A session when attendees will have the opportunity to question the speakers.

To register for this informative webinar please

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Speakers And Presentations



Ruth Holroyd,
freelance copywriter and author of the 'What Allergy' blog

Presentation:
Understanding the allergic consumer: advice for caterers on how to accommodate the allergic consumer

Ruth Holroyd knows what living with multiple allergies is like. It started with a peanut allergy and now she's allergic to milk, wheat, soya and many more. She set up the 'What Allergy' blog in 2009 in order to share tips, advice and things she's learnt about living with allergies. Since then it's grown from a bit of a hobby to a huge undertaking that she still manages in her spare time. She is a regular judge at the Free From Food Awards, and a regular speaker at catering industry events and on BBC Radio 5 Live, The Allergy Show, Foods Matter, the BSACI (British Society for Allergy & Clinical Immunology) and EAACI (European Academy of Allergy and Clinical Immunology). She has also written The Reluctant Allergy Expert – How to kill the fear that anaphylaxis could kill you, to help others live with the psychological fear, anxiety and burden of living with a life-threatening condition. Recently she was named recipient of the 2021 Free From Hero Award.



Jacqui McPeake,
Founder of JACS Ltd

Presentation:
Allergen legislation: What do caterers need to know, and where can they obtain advice and help?

Jacqui McPeake has worked in the catering industry for more than 30 years and is an award-winning food allergen specialist in the university sector. She worked for 20 years at Manchester Metropolitan University (including 10 years as head of catering), where she was passionate about ensuring her team was at the forefront of leading best practice in universities for allergen management. Jacqui is the founder of JACS Ltd, which provides advice, consultancy and training on food allergen and intolerance management in the catering industry. Jacqui is passionate about raising awareness of allergies as her own daughter started with reactions to various food groups at the age of 14 years. Jacqui shares her experience as a professional caterer, and also as a parent.



Caroline Benjamin,
Director, Food Allergy Aware

Presentation:
PPDS - what it means for the hospitality industry

Caroline Benjamin founded Food Allergy Aware in 2013 to enable the foodservice sector to understand and embrace the 'Free From' customer. Food Allergy Aware develops solutions to give businesses the tools, knowledge and expertise to manage labelling regulations - and then take it to the next level and offer a positive customer journey to the Free From diner. Caroline and colleagues developed the resources for the RSPH Level 2 Food Allergen Management Training, and also develop bespoke inhouse workshops for clients, appropriate to their operation. Caroline has written for many industry publications and spoken at events about food allergy awareness within the foodservice sector.

To register please

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