



The benefits of having Allergy UK's Allergy Aware Scheme

- Recognition from the Allergy Aware Scheme provides reassurance to diners with food allergy that you have undergone food allergen awareness training, and have enhanced knowledge and understanding of how to respond to and serve customers who have food allergy.
- Safeguard your business and staff by reducing the risk of an allergy related incident, by having robust procedures in place.
- Leading the way in the industry by going one step further than just legal compliance.
- Evidence to your local Environmental Health Officer that you are operating above and beyond what is required by the Food Information Regulations.
- Affiliation with the leading allergy patient charity in the UK, and the opportunity to create further awareness within the allergic community through working with us on bespoke projects.
- Opportunity to reach a target audience seeking places to eat out of home, in a safer environment.
- Announcement in Allergy UK's monthly newsletter.
- Allergy UK's helpline advisors are trained in all aspects of allergy, and are able to refer people to your outlet(s) information on our website.
- The Allergy Aware Scheme [™]logo for use as a window sticker, on menus and within marketing materials provides visual recognition that your business understands food allergy.
- Press releases announcing your inclusion in the scheme to both national trade and consumer media.
- Listing in the Restaurant and Café Guide on the Allergy UK website.
- Announcement through our social media channels.
- Free access to the Allergy Aware Scheme educational video which is translated into a number of languages.
- Dedicated account manager.
- Once your outlet(s) are part of the scheme, you have the opportunity to become a Corporate Partner and work with us in other ways e.g. fundraising, campaign sponsorship, marketing campaigns.