



Allergen Awareness Campaign Manager's Guide

Component Parts

Allergen Information
Front Cover and
Disclaimer



Customer-facing
Poster

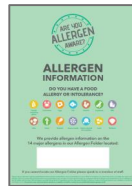


Table talker



Food Safety
Discussions



'Slightest Trace'
Posters



Know Your
Allergens Poster



Training Record Card



Step 1

Deliver Allergen Awareness Training

Deliver the relevant **Food Safety Discussions** and **Awareness Video** to your teams.

There are 3 safety discussions for back of house, front of house and hospitality staff. They should not take more than 5-10 each minutes to deliver. Ensure to record these discussions on the **Training Record Cards** and also on the [L&D Online Form](#) (see HSE website for the link to complete the form).

Allergen Awareness Video is available to watch from HSE website. It features Compass colleagues talking about their experiences with allergens and also messages from Nicky Martin, Head of Nutrition for UK & Ireland and Mark Armstrong, Interim Health & Safety Director. The video will remind your teams why following correct allergen procedures is so important.



Step 2

Remove any old posters & signage

Check your unit for any old allergen posters, signage and information and remove it. On the right you can see some examples of old allergen materials:



Step 3

Display the new back of house posters

Display the new 'Know Your Allergens' poster for guidance and reference for your front and back of house staff. Ensure to make your team aware of this poster and the information that it contains.

Display one or more of the four 'Slightest Trace' awareness posters. These could be placed in back of house areas to spread an awareness amongst your teams, i.e. at staff rooms, staff canteens, communication board etc. Or you can display one poster and replace with the new one on weekly basis.

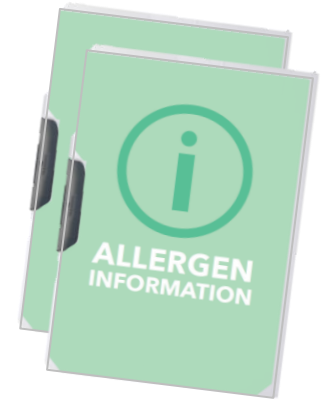


Step 4

Your allergen folder

Ensure your allergen folder has the correct front cover and disclaimer. Remember, the **Allergen Information Folders must** be displayed so the customers can easily access this information.

Ensure the information provided within the folder is updated and correct. Check the Source for any product/recipes changes. Allergen information must be kept whilst applicable and retained for 4 weeks before disposing of it.



Step 5

Display the Customer Allergen Awareness tools

Display customer facing poster in a visible place, i.e. by the counter, display fridges, condiment bar etc. Remember to complete the white box with the location of where your Allergen Information Folder can be found, this can be completed while ordering from the Marketing Portal.

Where applicable, a table talker can be used to display on customer tables. You could also use a table talker to display at the till point, condiment bar or any other areas designated for customers. Remember to complete the white box with the location of where your Allergen Information Folder can be found. If you require more table talkers these could be ordered from the Marketing Portal.



Please ensure that all the relevant Allergen Awareness Campaign materials are implemented within two weeks of receiving them.

For more information please visit the HSE website or contact your sector HSE Manager.