

Business Advice Fact Sheet

Essential Information for Business Success

Important information on food labelling changes from Trading Standards relating to food provision such as catering services, schools, hospitals and care homes

From **1 October 2021**, the requirements for prepacked for direct sale (PPDS) food labelling will change. 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.

The changes to labelling requirements were made following the death of Natasha Ednan-Laperouse, who had an allergic reaction caused by a baguette containing sesame which did not require allergen labelling at the time.

Businesses need to check if their products require PPDS labelling and what they need to do to comply with the new rules: [Introduction to allergen labelling changes \(PPDS\) | Food Standards Agency](#)

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 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



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- 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 isn't PPDS or caught by these new requirements:

- 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.
- Food sold by means of distance selling, such as food which can be purchased over the phone or on the internet, where mandatory allergen information must be available to the consumer before they purchase the product and also at the moment of delivery.

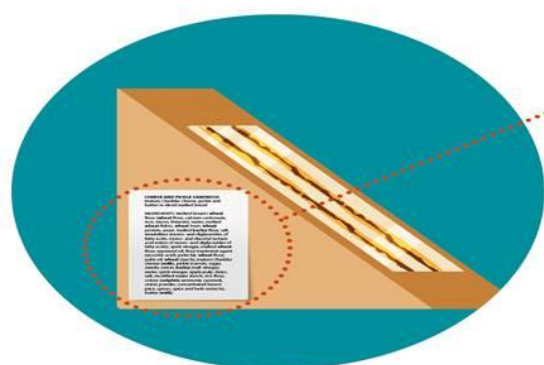
If you are unsure whether your products are PPDS or not, you can use the online decision tool developed by the Food Standards Agency here: [Allergen and ingredients food labelling decision tool | Food Standards Agency](#)

Take action now

Review all your products to see if they are PPDS. Producing ingredient lists and obtaining or printing labelling may take some time so the sooner you consider this the better prepared you will be for the 1st October deadline.

There are technical labelling rules for names of food [Labelling of prepacked foods: product name | Business Companion](#) and ingredient listing you will need to consider : [Labelling of prepacked foods: ingredient list | Business Companion](#)

For example a Cheese and pickle sandwich label might look like this: Note the name of the food Mature cheddar cheese, pickle and butter in sliced malted bread and ingredients list with allergens emphasised in **bold**:



CHEESE AND PICKLE SANDWICH

Mature Cheddar cheese, pickle and butter in sliced malted bread

INGREDIENTS: Malted bread (**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**).

If you require further advice then please get in contact by emailing trading.standards@norfolk.gov.uk with your query and we will try to signpost you to relevant advice pages. Note if you need bespoke advice such as reviewing labelling or management systems Norfolk Trading Standards offers a business advice service which is charged on a cost recovery basis. More information can be found on our website here: [Chargeable business advice and Primary Authority Partnerships - Norfolk County Council](#)

For more information or advice concerning food labelling please telephone

Norfolk Trading Standards on **0344 800 8020**

Alternatively you may email us at trading.standards@norfolk.gov.uk

Did you know that we have a wide range of information and advice for businesses on our website? Log onto www.norfolk.gov.uk/tradingstandards



If you need this advice sheet in large print, audio, Braille, alternative format or in a different language please contact the Customer Service Centre on 0344 800 8020 and we will do our best to help.