

# New Labelling Requirements for Foods Prepacked for Direct Sale – Natasha’s Law

## What is happening?

New legislation (the Food Information (Amendment) Regulations 2019) is being introduced to provide further protection to allergy sufferers who order and buy foods that are ‘prepacked for direct sale’ (PPDS) to give them more confidence in the food they buy.

It comes into force on the **1st October 2021** in England, Wales, Northern Ireland and Scotland and is commonly referred to as Natasha’s Law after the tragic death of Natasha Ednan-Laperouse, who had an allergic reaction after eating a filled baguette which did not carry full ingredient and allergen labelling at the time.

Natasha’s Law requires food businesses to include full ingredients labelling on ‘pre-packed for direct sale’ (PPDS) foods, and where there are any allergens in the recipe, these must be clearly indicated by a unique typeface, e.g. **bold**.

## What types of food are affected?

‘Prepacked for direct sale’ (PPDS) food is determined by three criteria – all three must apply:

### 1. When the food is packaged

Prepacked for direct sale food is packaged before the consumer selects or orders it.

Any food that is not in packaging when it is ordered, or is loose and is packaged after being ordered, is not included in this law.

### 2. Where the food is packaged

Prepacked for direct sale food is packaged at the same premises or at the site it is offered or sold to consumers.

This includes:

- food packaged by the same food business and sold at a temporary or mobile site, such as a food truck or market stall
- the same food packaged and offered at different units in one building complex, such as an airport or shopping centre.

All food products sold through distance selling (such as over the internet or by telephone) already requires allergen information to be provided before food is ordered and when it is delivered. This will not be affected by the new law.

### 3. How the food is packaged

Prepacked for direct sale food is in packaging which meets the following criteria:

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

Note: Each of above three criteria must be met for food to be classed as ‘prepacked for direct sale’ and for the new labelling requirements to apply.

Typical examples would include sandwiches packaged and sold from the same premises or fast food wrapped or packaged before a customer selects or orders it.

Made to order or unwrapped foods are **not** affected by this new law, although allergen information must still be available for these products.

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## What ingredient and allergen information must be provided?

ALL ingredients and allergens present must be shown on the label.  
For example...

### Sandwich Baguette with Egg Mayonnaise Filling

#### Ingredient list

BAGUETTE (40%): **Wheat** Flour (with Calcium, Iron, Niacin, Thiamin), Water, Salt, Yeast, Malted **Wheat** Flour, Flour Treatment Agent (Ascorbic Acid).

EGG MAYONNAISE FILLING (60%): Hard Boiled **Egg** (71%), Water, Rapeseed Oil, Cornflour, **Egg** Yolk Powder, Spirit Vinegar, Sugar, Dijon Mustard (Water, **Mustard** Seed, Spirit Vinegar, Salt), White Wine Vinegar, Salt, White Pepper.

For allergens, see ingredients shown in **Bold**.

Where a risk assessment has been completed and there is a risk of other allergens being present, these must also be declared in a precautionary allergen statement e.g. May contain peanuts.

## How can Brakes help customers comply with Natasha’s Law?

- Brakes provides a wide choice of quality products, relevant product information and advice to help caterers prepare and serve food safely to consumers.
- Ingredient and allergen information on our products can be found on the product packaging, as well as our website: **www.brake.co.uk**
- Our Customer Care team can also provide useful allergy and intolerance information and advice on our products, as well as providing detailed product specification sheets. Please contact Brakes Customer Care Helpline on **0345 606 9090**.

## Further information

Other useful sources of information on PPDS foods and how to implement Natasha’s Law include:

<https://www.food.gov.uk/business-guidance/introduction-to-allergen-labelling-changes-ppds>

<https://www.natashas-law.com>