

ALLERGEN SAFETY MANAGEMENT

A Step Toward Safer Dining
Experiences

We want to help set the standard for allergen safety and ensure every dining experience is as inclusive as it is safe.

This Allergen Safety Management Pack is designed to empower businesses with essential tools and insights to manage allergens responsibly and effectively.

Inside, you'll find the core principles of allergen management, exclusive data to inform your practices, expert guidance from the CEO of Anaphylaxis UK, real-world auditor experiences, and details of our trusted AllergyWise service.

Empowering businesses to operate with confidence.

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SERVE LEGAL'S ALLERGYWISE AUDIT INSIGHTS

COMPREHENSIVE STRATEGIES FOR SAFE, INCLUSIVE DINING EXPERIENCES

WHAT DO OUR CLIENTS SAY?

*“Mystery shopper and customer experience audits allow us to **independently** and **anonymously** audit our stores to ensure specific gluten free controls are being followed at all times. This gives us a **true overview** of the Customer experience, which can often be more limiting / difficult for people who suffer with food hypersensitivities. This is **valuable and accurate information** which we can act upon if required and trend to monitor compliance on an ongoing basis.*

*Serve Legal covers the UK, therefore we are able to audit stores from all national regions, and **under different Franchisee management.***



*As we agree the audit format with Serve Legal, we can **customise** to our exact requirements and there is **flexibility to make changes at any time** to improve the audit if required.*

Serve Legal summarise audit result scores and are flexible to business requirements, for example they now send each completed audit report directly to each Franchisee.”

- Nationwide Pizza Chain

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CORE PRINCIPLES OF ALLERGEN MANAGEMENT

1. Managing Every Point of Contact

Every interaction has the potential to be a point of safety or risk.

- **Supplier Transparency:** Work with suppliers who prioritise allergen safety and communicate ingredient updates to prevent risks.
- **Cross-Contamination Prevention:** Enforce clear kitchen protocols, separate storage, and staff training to minimise cross-contamination.
- **Accurate Labelling:** Make allergen information accessible and clear via menus, digital tools, or matrices to build trust.
- **Staff-Customer Communication:** Train staff to verify allergen details and use visual markers like flagged plates to ensure safety.
- **Feedback and Follow-Up:** Collect input from customers with allergies to improve practices and maintain loyalty.

2. Building a Culture of Safety, Trust, and Loyalty

Integrate allergen management into the company culture.

- **Daily Awareness:** Highlight allergen safety in daily operations to build accountability.
- **Training and Empowerment:** Use scenario-based training to prepare staff for real-life allergen situations.
- **Proactive Practices:** Proactively address allergens by asking customers, double-checking orders, and marking safe items.

3. Understanding the Consequences of Non-Compliance

Be aware of the impact of poor management strategies.

- **Customer Harm:** Allergic reactions can be life-threatening and deter customers from dining out.
- **Loss of Trust:** A single mistake can damage loyalty and reputation.
- **Legal and Financial Risks:** Non-compliance can lead to fines, operational disruptions, and revenue loss.



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INSIGHTS FROM SIMON WILLIAMS, CEO OF ANAPHYLAXIS UK

Simon Williams, CEO of Anaphylaxis UK, provided impactful insights on the day-to-day struggles faced by individuals with allergies. His talk stressed that everyone deserves the same quality of life and dining experiences, regardless of allergies. Key points from his session included:

Social Exclusion:

Williams pointed out the social isolation many children and adults with allergies experience, from being unable to attend events to facing restricted options in school or work environments. He challenged attendees to step into the shoes of those with allergies, and complete their weekly shop looking at every label for the "May Contain" disclaimer, demonstrating barriers allergy sufferers face in daily shopping and dining. Williams expressed the need for businesses to clarify these labels and work towards transparent, welcoming environments for allergy-sensitive customers.

Creating an Inclusive Dining Experience:

Williams encouraged attendees to go beyond basic protocols by actively welcoming and accommodating customers with allergies. Individuals with allergies are often made to wait longer for their food and are sometimes refused service when businesses are not confident in their allergen management. It is important for every business to take responsibility to make all customers feel welcomed and catered for.

Anaphylaxis UK's Resources and Programmes:

Williams closed his segment by highlighting the free factual resources that Anaphylaxis UK offer to schools, businesses, and individuals to raise awareness and improve practices. He also introduced their business-focused Allergywise Audit programme, which provides a benchmark for businesses to assess and enhance their allergen safety protocols.



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SERVE LEGAL'S EXCLUSIVE ALLERGEN AUDIT DATA

Serve Legal have been working alongside the hospitality sector to better allergen compliance for a number of years. During this time we have collated unique insights into allergen management and customer experience. Sharing this information with attendees gave a clear insight into how successful businesses can be in managing allergens.

79%

of times food/drink was presented with a way to distinguish it was free from a certain allergen, e.g a flag, different plate or coaster.

30%

of Auditors were not confident in the staff member's knowledge of allergens and where to find the official information.

The steam wand was purged and cleaned correctly according to the type of milk ordered during

97%

of allergen audits.

Auditors were proactively asked if they had any allergies in

51%

of audits, where it's clients' policy to do present them.

Auditors saw posters around the site relating to allergies in

62%

of audits, where it's clients' policy to do present them.

45%

of Auditors were read the official company statement regarding cross contamination.

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AUDITOR COMMENTS: CUSTOMER EXPERIENCE ALLERGEN AUDIT

Ensuring all customers feel welcomed, heard, and well-catered to is essential. Below are examples of feedback from our allergen audits, reflecting varying levels of satisfaction and compliance. Qualitative insights like these, alongside pass rates and percentages, are crucial for understanding the true customer experience.

I clearly stated during the audit that I **was allergic to dairy**. When I was handed my hot chocolate, I double checked to see whether the correct milk had been used and I was informed that **cow's milk was added to my drink**.

The second server then had to remake my drink even though I had clearly stated, 2 or 3 times, that I had an allergy.

Sharon was very helpful and kind and explained how **their allergen guide worked**. She made sure that I got sorted and was **happy with my choices**.

The meal did take a **very long time** to prepare and I was waiting for over 25 minutes for it. I even heard Sharon say "**Right are you having a laugh?**" to the kitchen staff when she realised how long overdue my order was.

Staff were **so helpful** with explaining everything and the manager was **very clear** that I could have whatever I fancied even if it wasn't dairy free and that **they would tweak it** to make it with dairy free ingredients.

The tablet made the **menu accessible** for 10 different main allergies and I **felt confident** that the staff were **doing everything they could** to avoid cross contamination.



ALLERGYWISE TAILORED AUDIT SERVICES

Serve Legal's Sales and Marketing Director, Jenni, closed the webinar by highlighting how Serve Legal can support businesses through the company's bespoke audit offerings. Allergywise Audits, which assess a business's allergen protocols from multiple angles, include customer experience, accuracy, and speed of allergen-sensitive service.

Serve Legal's partnership with Anaphylaxis UK also provides clients with a range of support options, including access to their quarterly business forum and Allergywise certification. This certification not only enhances credibility but aligns clients with the latest industry standards and best practices for allergen safety.

For more information on how the [Allergywise Audit](#) can support your business in achieving the highest levels of allergen compliance, get in touch with Serve Legal.

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A COMMITMENT TO SAFETY, TRUST AND INCLUSIVITY

Serve Legal's Allergen Safety Webinar highlighted that in today's climate of increasing allergy rates, prioritising allergen safety is not only vital in supporting all customer equally, but beneficial to business growth and customer satisfaction.

By partnering with Serve Legal, businesses can demonstrate their due diligence and uphold the highest standards of allergen management, making dining accessible and enjoyable for everyone.

With bespoke and detailed audit programmes, continuous feedback and a working partnership with Anaphylaxis UK, Serve Legal perfectly positioned to help clients across multiple sectors to foster a culture of inclusivity and trust, creating safe dining environments where all customers feel valued and respected.

- [Anaphylaxis UK AllergyWise® Audits, delivered by Serve Legal](#)
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