



NATASHA'S LAW EDITION



Introduction to Natasha's Law

From October 2021, all prepacked food for direct sale (food which is packaged at the same place it is offered to consumers, and is packaged before it is ordered or selected), must be labelled with a full list of ingredients.

The UK Food Information Amendment, also known as Natasha's Law, is being introduced to protect food allergy sufferers and give them confidence in the food they buy.

This amendment was brought about thanks to the actions of a lobbying group led by the parents of Natasha Ednan-Laperouse, the teenager who died after suffering an allergic reaction to an undeclared ingredient in a prepacked meal.

Due to their efforts, the government confirmed that stronger laws would be implemented to protect those with food allergies.

Currently foods prepared on the premises in which they are sold are not required to be individually labelled with ingredient lists, meaning food allergy sufferers are often cautious of buying food whilst they are out.



How Natasha's Law will impact Food Businesses

From 1 October 2021, the way food businesses provide allergen labelling information on Pre-packed for Direct Sale (PPDS) food will change. PPDS food is food which is **packaged at the same place it is offered to customers and is in the packaging before it is ordered or selected.**

Under the new rules, food businesses must clearly display two essential pieces of information on all PPDS food.

This includes

- 1) the name of the food and
- 2) a full ingredients list, with allergenic ingredients emphasised (for example in bold, italics or a different colour).

This **can include** salads and sandwiches that customers select themselves and pre-wrapped foods kept behind a counter, as well as some products packaged and sold at mobile or temporary outlets.



4 Focus Areas for Businesses when Implementing Natasha's Law

ACCURATE INFORMATION

Food businesses are expected to provide accurate food labelling information across all sites. Labels should be updated as new products are listed, as recipes can change. Suppliers should also provide precautionary allergen info if necessary.

COMMUNICATION WITH SUPPLIERS

Food businesses are responsible for maintaining strong communication with the supplier, who has a legal obligation to provide the exact ingredient composition of any foods bought from them.

ALLERGEN AWARENESS TRAINING

Food businesses must ensure proper allergen management systems are in place and staff have up to date allergen awareness training and understand the importance of Natasha's Law.

WORKFLOW AUTOMATION

Automated solutions make time-consuming analysis much more efficient and greatly reduces the risk of accidental human error. Look for software that is fully compliant and that can integrate with label-printing processes.



How Nutritics can help with Natasha's Law

Nutritics is a web software platform which provides a suite of tools to optimise your recipe management and labelling processes, assess recipes nutrition, costs and allergens, generate food labels and supports compliance with legislation.

RECIPE ANALYSIS

Plan new recipes and menus using our vast database of over 1 million foods. Automatically calculate nutrition, calories and allergens in each dish or product

ALLERGEN MANAGEMENT

Allergen, calorie and nutrition information are automatically calculated based on ingredients, quantities and cooking methods used in your recipes

LABEL MAKER

Design product labels and include nutrition panels, allergens, full ingredient lists, price, barcode, nutrition & health claims, dates of durability and more

LABEL MAGIC

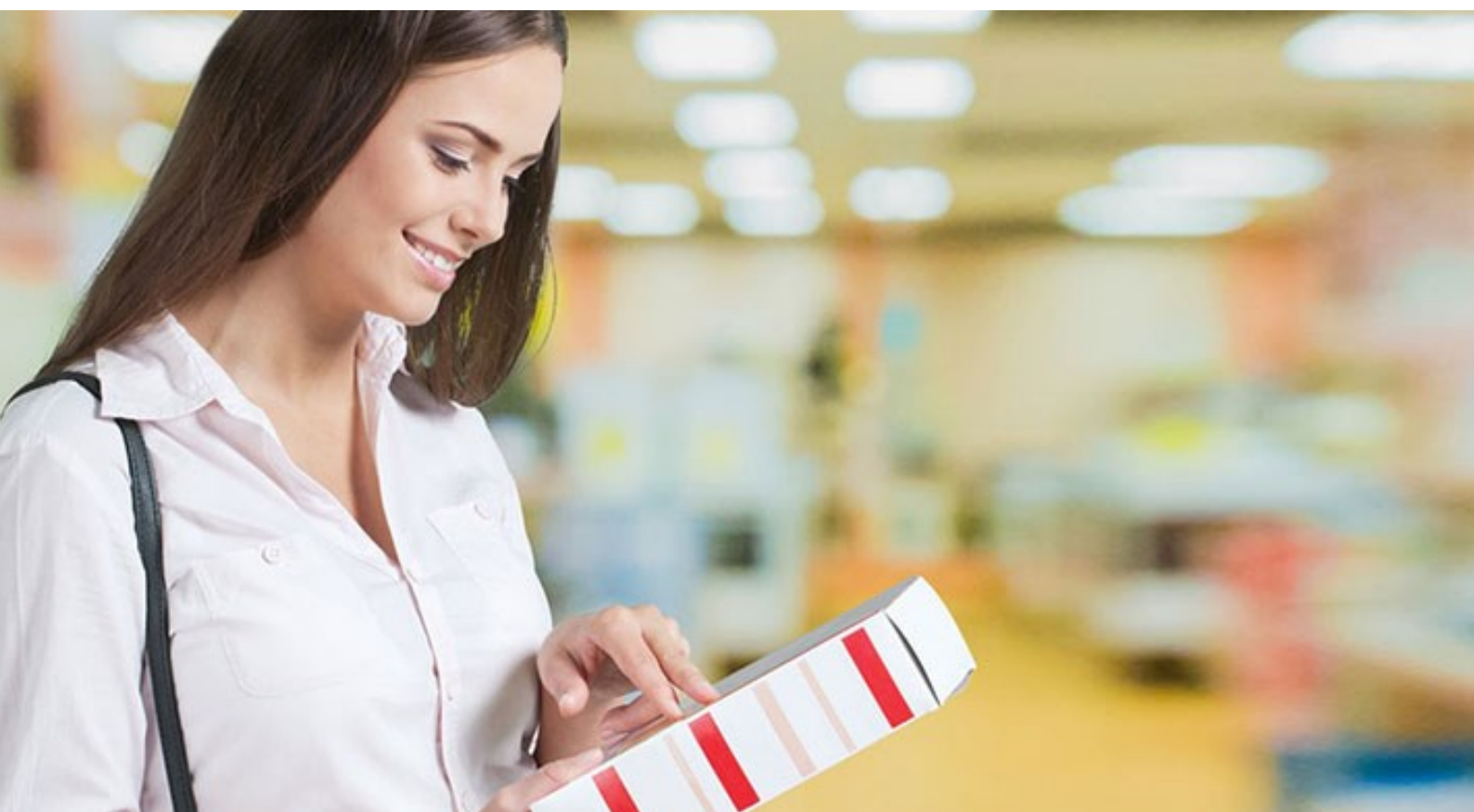
Share approved food labels to your sites for on-demand or in-advance printing. Changes made to recipes, suppliers and label designs are updated in real-time

SUPPLIER PORTAL

Access a live database of ingredients directly from your suppliers. Changes to ingredients, e.g. nutrition and allergen information, are fed to the system in real-time

PRINTERS & LABELS

Use our recommended thermal printer and labels or integrate with your existing printing system





Recipe & Allergen Management

Input your recipes and let the software do the calculations for you!

A completely unique user experience that allows you to make daily changes, accommodate specials and menu additions. Automatically provide nutrition and allergen information on i.e. seasonal or special items and adjust prices at the touch of a button.

RECIPE CREATOR

Automatically calculate allergens, calories and nutrition using our database of 1 million ingredients or your supplier data

REAL-TIME CALCULATION

Nutritional information, allergens, costs and claims are calculated in real-time

NUTRITION & WEIGHT CHANGE FACTORS

Easy-to-use industry standard processing factors to calculate nutritional changes on cooking, fat & salt absorption and weight change

REFORMULATION

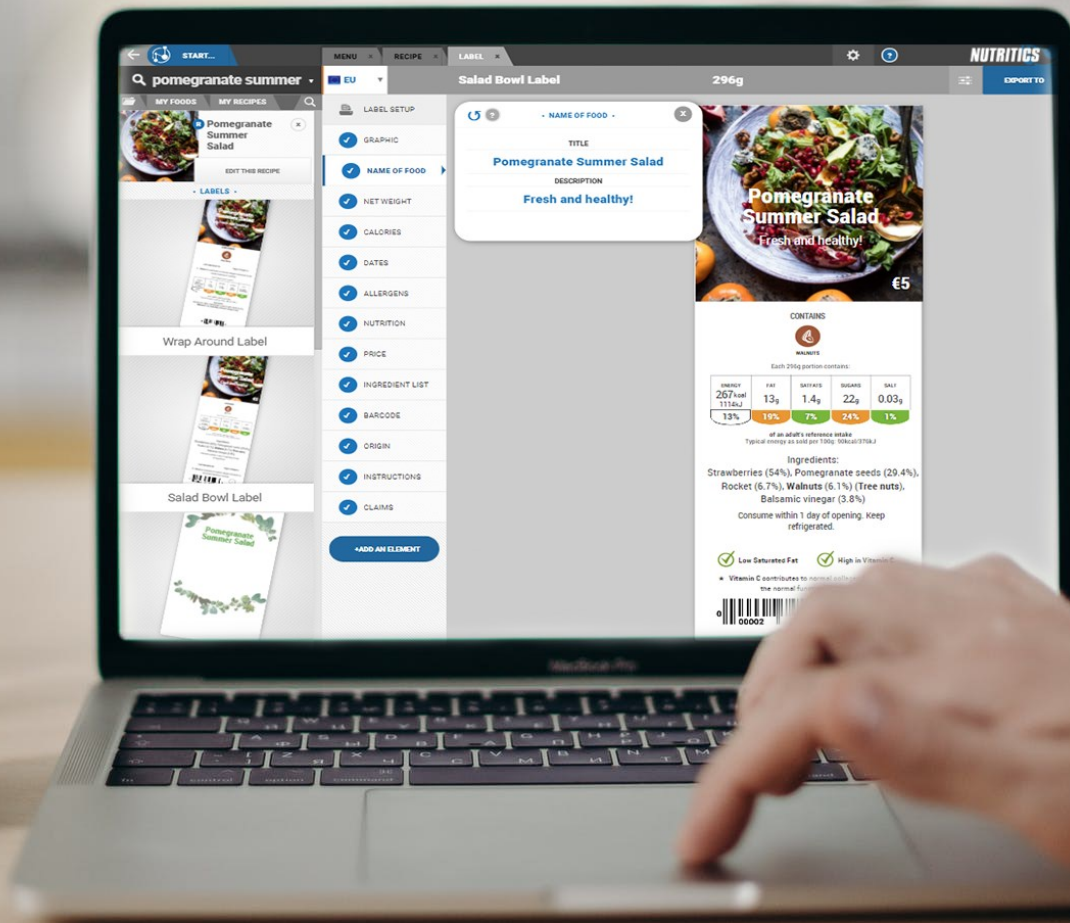
Our reformulation engine will suggest adjustments to your recipe to improve the nutritional profile automatically

NUTRITION & HEALTH CLAIMS

Nutritics indicates nutrition and health claims when your recipe meets the required conditions for the claim

REPORTS

Reports can be exported as PDF, Excel, shared via live link, email or collaborator licences or sent to Nutritics' digital menu from directly within the program



Labelling System

One click from recipe to label - food labelling made simple

Easily create your product labels in line with food law using Nutritics' end-to-end labelling system. Any changes to nutrition or allergen data are instantly reflected on your labels.

DRAG & DROP LABEL MAKER

Design product labels and include nutrition panels, allergens, full ingredient lists, price, barcode, nutrition & health claims, dates of durability and more

PRE-BUILT TEMPLATES

Choose from a range of pre-built templates, or build a custom layout to include your logo, barcode, preparation instructions, and any custom text and graphics

VARIOUS LABEL FORMATS

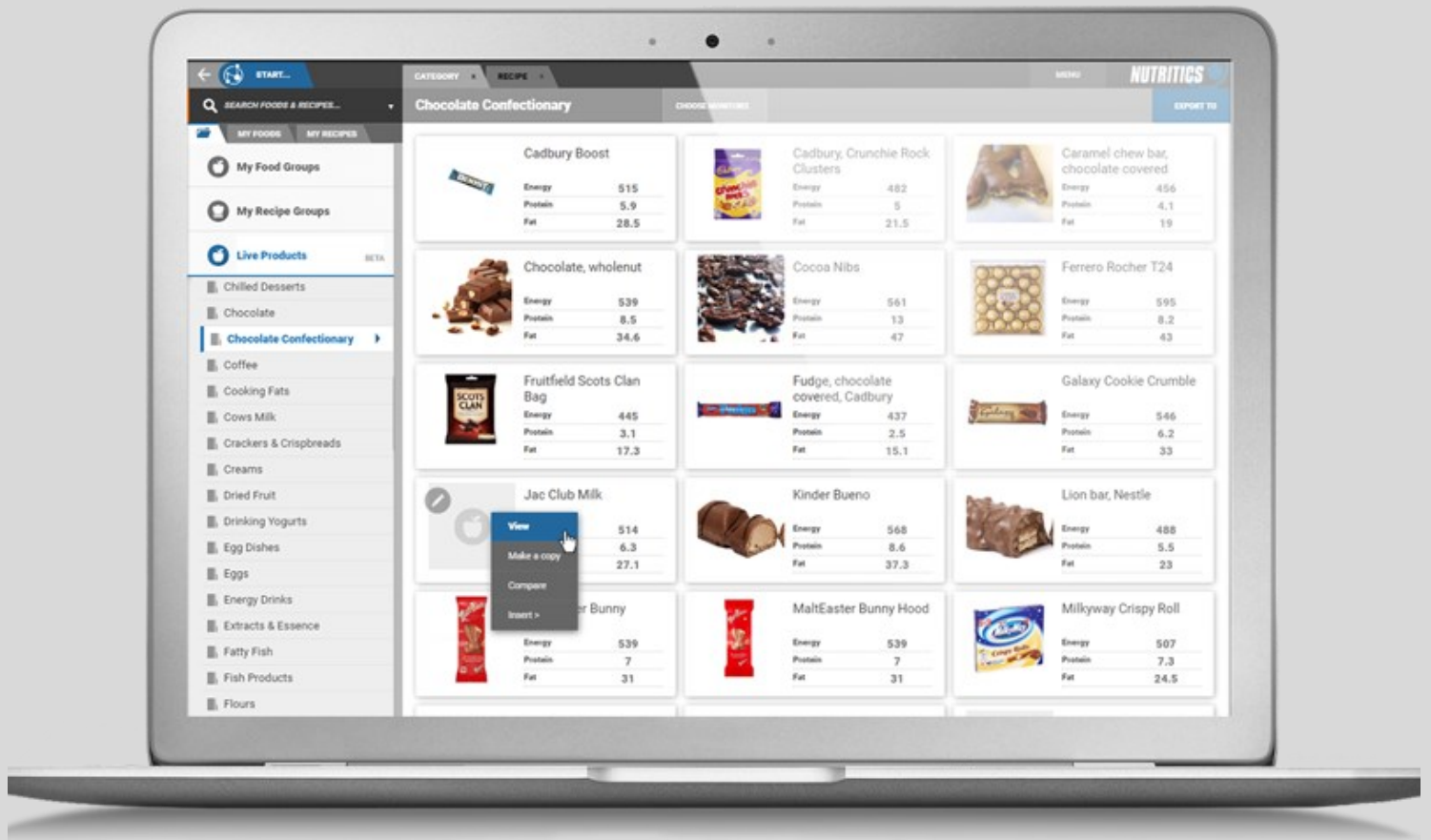
Design food and nutrition labels for direct print in EU, FDA, FSANZ and SA compatible formats.

LABELMAGIC

Share approved food labels to your sites for on-demand or in-advance printing. Changes made to recipes, suppliers and label designs are updated in real-time

PRINTERS & LABELS

Use our recommended thermal printer and labels or integrate with your existing printing system. Suitable for individual peel and stick thermal and ink labels, as well as A4 sheet labels



Supplier Portal

Maximise efficiency & workflow management with real-time food information!

FOODSERVICE

LIVE PRODUCT FEED

Real-time & up-to-date product information directly from suppliers

FULL TRANSPARENCY

Review & opt-in to product changes on demand. Update all impacted recipes with a click

CUSTOMISE YOUR PRODUCTS

Add costings & internal codes to supplier foods

EASY ONBOARDING

No disruption to existing foods or recipes. Continue to use your account as normal

SUPPLIERS & MANUFACTURERS

MANAGE YOUR PRODUCT LIST

Publish products directly to your customer via a live database

VERSION CONTROL & ADVISORY

Communicate product changes & reformulations to your customers

DATA REVIEW SYSTEM

Our QA system runs a range of integrity checks on your data prior to publishing

DELIVER NEW VALUE

Promote products through our portal. Cost analysis, recipe calculation & labelling additions are also available

Consultancy

TECHNICAL CONSULTATION

1 to 1 consultation with a technical expert, bespoke to your needs and designed to help you get the most from Nutritics.

RECIPE REVIEW SERVICE

Remote review of recipes with detailed feedback on recipe calculation accuracy provided by email. Covers a wide range of criteria to ensure best practice standards have been met.

LABEL REVIEW SERVICE

Remote review of food labels provided by email. Detailed feedback on your label content and outline of your requirements for complying with food law.

REGULATORY COMPLIANCE QUERY

Remote review of a specific question regarding compliance with food law. Covers a wide range of topics to ensure your legal questions are answered.

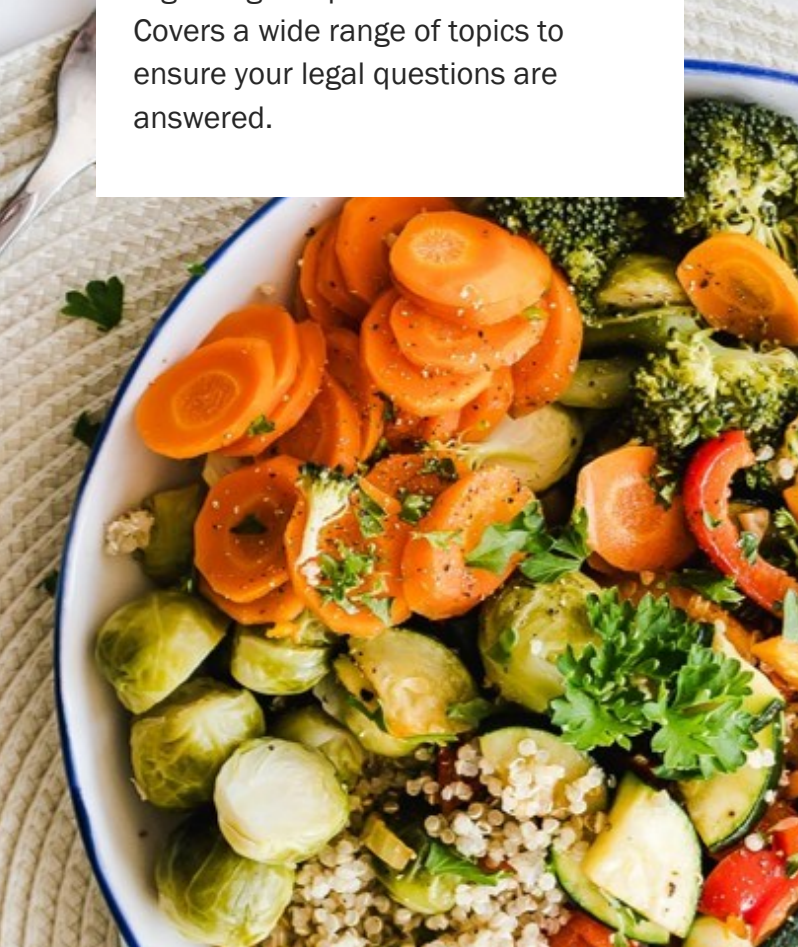
Training & Certification

RECIPE CALCULATION COURSE

Full day course is run by our in-house Regulatory Affairs Specialist. Ensure you are performing recipe calculations in line with best practice, and gain confidence in the complex area of nutrition calculation.

BESPOKE TRAINING

Our experts teach you and your team all you need to know about Nutritics. From dietary intake assessment and conducting research to food labelling, allergen management and digital menu setup. Maximise efficiency with a bespoke session.



Nutritics API

Real-time access to the most specialised nutrition engine

Use the power Nutritics in your own app, program or website. Access over 1 million foods, nutrition, recipe and food-related data from official national & international and branded food databases for multiple regions. Use our unique calculation engine to bring new value to your business with minimal investment and effort.

The Nutritics API can be used to integrate our system with other systems such as Patient Menu Ordering Systems, Point of Sales systems, Electronic health Record systems, nutrition apps, websites or any other IT system.

The Nutritics API uses JSON formatting and runs over our SSL domain with an additional custom cipher layer. All data from Nutritics can be retrieved or sent via the API, including client details, food search, recipe calculations, costs, reports, meal plans and food labels.





Nutritics is dedicated to make food information more accessible and more valuable to implement using technology. Combining nutrition science, food law and technology, Nutritics saves you time, money and unlocks new potential for your business.

We provide nutrition software to thousands of forward thinking clients in healthcare, elite sport, food services, food manufacturing, and education. By using Nutritics for dietary analysis, meal planning or recipe and menu management and food labelling, today's professionals have the best tools available to help their clients to make accurate, relevant and actionable food choices.

The company was founded in 2013 by Damian and Ciarán O'Kelly and has quickly grown to be the nutrition management software of choice for clients across more than 170 countries.

Learn more at www.nutritics.com