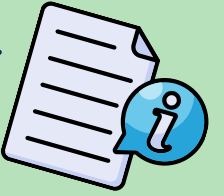


7 Tips for COMMUNICATING ALLERGENS WITH CUSTOMERS

1 Written first, conversation second

- » Provide allergen info in writing first (menu, allergen matrix, labels, symbols, digitally).
- » Must be easy to use, clear, comprehensive, accurate.
- » Use written info to guide the conversation.



2 Be specific

- » Always name the exact cereal (i.e. wheat, barley etc.) or tree nut (i.e. hazelnut, pistachio, almond etc.).
- » If you run specials or limited-time dishes, these must be included too.
- » Include manufacturer 'may contain' warnings in your allergen info.



3 What should be covered in the conversation?

- » What food must be avoided.
- » If customer has seen the written allergen information.
- » Any risk of allergen cross-contamination.
- » Whether the customer feels they have enough information to make an informed choice.
- » Any safe adaptations to dish, if possible.



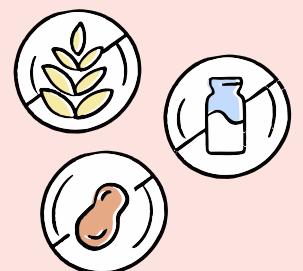
4 Be honest

- » If you don't know the answer, say so. Then find someone who does. **Never guess.**
- » Be upfront about any changes, cross-contamination risks or substitutions.



5 Signpost allergen information clearly

- » Make allergen info easy to find (on menu, signs, boards).
- » Use clear notices like: *"Food allergies and intolerances: please speak to a member of staff if you need information about our ingredients.."*



6 Back up verbal answers

- » Show written sources (allergen folder, ingredient labels).
- » Let customers check for themselves.
- » Don't just rely on memory.



7 Support your team to get it right

- » Consider assigning an "allergy champion" per shift.
- » Make sure the team:
 - Is suitably trained and clear on the process.
 - Knows where to find allergen info and how to explain it.
 - Is trained to have these conversations confidently.

