

<https://www.recognitionpr.co.uk/clients/id/25102> - a video and hi res photo is available to download on this link

The Bannatyne Group, which has health clubs across the country, is the first corporate business to partner with an innovative new app, designed to provide peace of mind to diners with food allergies, which will be available to both members and guests.

The Allergy Menu app, which is compliant with the government regulation regarding specific allergens, is managed by an accredited qualified environmental health officer, providing an up-to-date mobile accessible cafe bar menu, allowing members and guests to tailor their personal food preferences and allergies; making it easy for them to see which dishes are suitable to them.

By selecting from a predefined list of allergens, intolerances and personal preferences (including gluten, dairy, nuts, eggs and 13 further options), the menu items available to the customer are then modified accordingly, so that only dishes suitable for them remain.

Fiona Dalton, food and beverage co-ordinator at The Bannatyne Group, said: “Many people limit the types of food they eat, whether they have an allergy or intolerance or for health or moral reasons. However, it’s become a difficult task to eat out, ensuring the food ordered is what you can eat. Some restaurants provide different menus, but simply don’t cater for complex requirements, such as they may provide a gluten free menu, but not a gluten free & dairy free menu combined.

“The simple to use app is a game-changer for customers, providing help to choose meals that fit in with their own personal needs. It also supports staff who can direct customers to the most comprehensive and up to date menu information.

“This is in our health clubs as we want to give customers the very best and safest experience when they visit our café bars.

“Sadly, there have been several high-profile incidents where people have died after eating food that contained an ingredient, they were allergic to. This app is compliant with the law and designed to give customers peace of mind that the dishes they choose are safe for them to eat.

“It’s incredibly simple to use and we believe that our members and guests will download the app and use it every time they visit the café bar, whether to just filter out

meals they aren't keen on, such as those with meat or fish, or to ensure that they don't eat anything that might cause a bad, or even fatal, reaction."

Denise Din, group health and safety compliance manager at The Bannatyne Group, said: "We have a very comprehensive food safety management system which the Allergy Menu app complements. I'm proud that the Bannatyne Group is leading the way for big businesses in food safety and supporting customers to make informed choices from our exciting and eclectic menu."

Juliet Moran of Allergy Menu, who designed the app, said: "This app allows restaurants to simply input their menu information and enables the consumer to filter that information through their allergies, or combination of allergies, or preferences. Veganism or vegetarianism options can also be highlighted. Many restaurant menus have matrix to denote certain ingredients, but these can be confusing and not always comprehensive or up to date."

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Notes to editors:

With 72 sites across the UK the Bannatyne Health Clubs brand is owned by Duncan Bannatyne OBE, who is also known for his appearances as a business angel on the BBC programme Dragons' Den. The company has more than 210,000 members and employs more than 3,000 people.

The Bannatyne Health Clubs chain is now in its 22nd year, it began in 1997 with the first club on Teesside. The idea was born following a skiing accident after which Chairman Duncan Bannatyne OBE needed regular exercise to recover. He could not find facilities locally and decided to use some of the proceeds from the sale of his previous business, Quality Care Homes plc, to establish the fitness chain.

Bannatyne Health Clubs can now be found in towns and cities throughout the UK, with a particularly strong presence near residential areas of large towns. Bannatyne's places a

strong emphasis on wellbeing and exercise forming a central part of living a healthy lifestyle of its members.

A large number of Bannatyne Health Clubs also feature a Bannatyne Spa, which offer spacious therapy rooms providing luxurious treatments for men and women including body massage, facials, manicures and hairdressing. There are currently 47 Bannatyne Spa sites across the UK.

In addition, Duncan Bannatyne OBE owns and operates a number of successful businesses as part of the Bannatyne Group including:

- Bannatyne Hotels Ltd, which operates Bannatyne Hotel incorporating Maxine's Restaurant in Darlington, County Durham, The Bannatyne Spa Hotel in Hastings, Bannatyne's Charlton House hotel in Shepton Mallet, Somerset and Bannatyne Hotel in Durham City.

www.bannatyne.co.uk

Allergy Menu

www.allergymenu.uk - Download in App store in the app stores under the term "Allergy Menu".

Bannatyne's Menu: <https://allergymenu.uk/menu/BAN472>