

## Restaurants offered allergy lifeline

Restaurant managers have been advised on how to fully minimise risk of a customer suffering a severe allergic reaction on their premises.

Managing allergies is a real concern for everyone in the hospitality industry with bosses facing the potential of legal action if a customer suffers an adverse reaction.

In extreme cases a restaurant manager could even face criminal charges if a customer who flagged an allergy went on to suffer an extreme reaction.

With many in the industry seeking new methods of managing the risks a new service is offering restaurants and customers alike a solution.

[AllergyMenu.uk](https://www.allergymenu.uk) allows food businesses to provide accurate and reliable dietary information to their customers and lets patrons with specific food preferences and requirements to select dishes and establishments which align with their allergies and intolerances.

The service is accessed via a simple-to-use smartphone app which mitigates the risk to restaurants and is the easiest way to ensure compliance with food safety and government allergy regulations.

National chains including Bannatyne Health Clubs are already using the app to improve allergy response and information across their UK locations.

The UK has some of the highest prevalence rates of allergic conditions in the world, with two million people estimated to be living with a diagnosed food allergy, and 600,000 with Coeliac Disease.

Now solutions like Allergy Menu will take the pain away from businesses and allow customers to check allergens easily before ordering.

The user-friendly interface allows customers to conveniently access the allergy menu through the website or app.

Currently, UK law requires restaurants to display a paper-based food allergy chart. These are often missed by customers and leave room for error.

The Allergy Menu app reduces the risk of errors, allows customers to search for specific allergies and is easy for restaurateurs to update in real time.

Juliet Moran, founder of [AllergyMenu.uk](https://www.allergymenu.uk) said: "Allergy Menu makes demonstrating compliance with the law easy to achieve, while also providing a platform to advertise a menu to customers so they can confidently make safe choices.

"Restaurant owners have a legal duty of care towards their customers, so if they fail at this in any way they could be sued for an allergic reaction.

"In a worst-case scenario, they could even be imprisoned for manslaughter if a customer made their allergic reaction known to staff.

"Navigating allergens is a real problem for restaurateurs and food providers - it is challenging to track ever-changing menus and communicate them safely and effectively to customers.

“Providing higher levels of transparency will not only show that businesses care about their patrons' welfare but will also encourage new customers.

“The app is simple to use and accessible for everyone within the business as well as prospective customers hoping to browse the menu from home.

“It can be incredibly hard for businesses in the hospitality industry to keep on top of allergen information and safely communicate it with their customers.

“The digital allergy menu was designed to offer searchable, real-time allergen information for those with different dietary requirements, including vegans and veggies.

“Not only will it revolutionise the customer experience, but it will also reduce front-of-house staff mistakes and ensure allergen menus are always accurate and up to date.

ENDS.

Notes to editors:

<https://www.food.gov.uk/research/food-hypersensitivity#:~:text=Food%20allergies%20affects%20between%201,for%20hospital%20admissions%20with%20anaphylaxis.>

<https://www.allergyuk.org/about-allergy/statistics-and-figures/>