



**VERNER WHEELOCK  
ASSOCIATES**

# ALLERGENS & FOOD LABELLING

## **Course Summary**

The course will provide a fast-moving, whole picture approach to the topic of allergens. It aims to bring busy business people quickly up to speed with the latest information from legal, technical, marketing and supply chain best practice, to enable them to review and determine the approach fitting their individual business model and maximise opportunities whilst minimising risk.

## **Entry Requirements**

There are no formal entry requirements. The course will assume no prior technical knowledge of allergens, but will leave delegates with a well balanced view of the current situation.

## **Course Structure & Content**

This course will help you to cope with the competing demands of wanting to meet customer needs for allergen free products while making sure that the information provided is at all times correct in the dynamic, highly competitive retail own label market. Whilst there are real market opportunities it is not territory into which any business should enter without the most careful and thorough preparation. In this course we hope to provide the framework to assist attendees in making real decisions on how to deal with the opportunities and challenges in their businesses.

Course content includes:

- Allergy / intolerance in context (which ingredients, numbers affected, sensitivity levels, clinical symptoms)
- Legal labelling requirements
- The consumer perspective
- Meeting consumer information needs (including case studies)
- Legal perspective on managing allergen risks in the supply chain
- Managing allergen control in the supply chain
- Managing allergens in the production environment and downstream (standards, best practice, case study)
- Assessing and responding to product concerns (risk assessment, withdrawal, recall, media, customer liaison, insurance, cost minimisation)

**And...**

- Up to three hours FREE expert consultancy follow up.\*

## **Course fee**

£325 + VAT

## **Your course fee includes:**

- Course folder and notes
- Lunch and refreshments
- VWA certificate of attendance

**\* Up to three hours FREE expert consultancy follow up. \***

Following your attendance on this course you will be able to call on our expert's time to deal with your specific product issues, **FREE OF CHARGE for three hours in the twelve months after the course.**

**Verner Wheelock Associates Ltd**

4, Stable Courtyard, Broughton Hall Business Park, Skipton, North Yorkshire, BD23 3AE  
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## BOOKING FORM

<b>Course Title</b>	ALLERGENS & FOOD LABELLING			<b>Code</b>	AFL
<b>Venue</b>	Skipton			<b>Date(s)</b>	
<b>DELEGATE DETAILS</b>					
<b>Title</b>		<b>Forename</b>		<b>Surname</b>	
<b>Position</b>					
<b>Company</b>					
<b>Address</b>					
				<b>Postcode</b>	
<b>Telephone</b>				<b>Fax</b>	
<b>Email</b>				<b>Mobile</b>	
<b>Nature of business</b>					
<b>PAYMENT DETAILS</b>					
(Bookings are made and accepted subject to the terms and conditions below)					
<b>Total Payment</b> <small>(Course Fee + VAT)</small>				<b>Order No.</b>	
Please Invoice for the attention of:					
<b>Invoice Address</b>					
				<b>Postcode</b>	
Do you require accommodation? <small>(Tick as necessary)</small>	Yes	No		Shall we send an accommodation guide?	Yes No
Shall we book your accommodation?	Yes	No		Do you require disabled access?	Yes No
Please specify dietary requirements					

**Confirmation will be sent on receipt of this form and course information will follow approximately 2 weeks before the course.**

**The fee includes:**

Course refreshments, lunches, course folders, where applicable exam fees, and open learning materials for use during the course. Overnight accommodation is **NOT** included unless specified.

**Conditions of Booking**

Course fees are payable 14 days prior to the course.

Provisional bookings, valid for 5 working days, can be made by telephone or e-mail.

Once the booking form has been received by Verner Wheelock Associates Ltd, you are liable for payment.

If you are unable to attend you may substitute at any time but cancellations cannot normally be made.

See separate Terms & Conditions.

**I HAVE READ AND AGREE TO THE CONDITIONS OF BOOKING** Please mark X

Authorised signature \_\_\_\_\_

Name (printed) \_\_\_\_\_

Position \_\_\_\_\_

*Please note: It may be necessary, for reasons beyond our control, to alter the content, programme or course tutors.*

**FAX FORM TO +44(0) 1756 700807 E-MAIL FORM TO [office@vwa.co.uk](mailto:office@vwa.co.uk)**

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