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Mark
Mark G Morgan-Huntley
 Founder of Allergen Checker



Simple Icons. Clear Message

Our simple and clear food allergen and ingredient icons will help keep your customers informed, quickly and effectively.



About Us

With more than three decades of kitchen and restaurant management experience under his belt, chef-cum-entrepreneur Mark Morgan-Huntley is no stranger to the complexities of creating delicious meals while keeping allergy-prone customers safe.

Mark launched Allergen Checker in 2014 and is continually developing the service to ensure his clients can stay ahead of the curve with the new compliance requirements coming into force in 2021.

He said: 'For some, allergies are nothing more than a slight irritation. But, when it comes to food allergies, for some people eating the wrong thing can mean life or death. It is estimated the two million people are living with a food allergy in the UK, and I believe we should take some responsibility for ensuring our products don't harm them.'

Natasha's Law will not only prevent severe reactions and deaths, it will also reassure the millions of people across the UK who suffer with food allergies, as anyone selling PPDS food, including items that have been prepared and packaged onsite, will need to ensure it bears a full list of ingredients.

This means staff may require training on ingredients and labelling, and there is an inevitable expense associated with this, for the time it takes to the printing of labels and menus. But the ultimate purpose is to protect lives and raise awareness of food allergen information.

'Food labelling has never been as important as it is now,' Mark explained. 'I've seen first-hand how challenging it is to get the correct information to the customer. Nobody wants to make anybody ill by not providing them with the right details, the new regulations have really tightened up the process to stop people slipping through the net. And turning a blind eye isn't an option - the consequences for the customer, and your business, are too great.'

'You do need to invest a bit of time inputting the 'virtual store cupboard' ingredients for your dishes on Allergen Checker, but after that it's really easy to use, and you can make amendments and additions whenever you wish.'

With two different Allergen Checker packages on offer, plus a free 7-day trial, you can choose what best suits your business needs. Mark added: 'For some larger companies, keeping track of labelling and menus can become someone's full-time job. Using Allergen Checker's 'Plus' package, where we take care of the whole process, removes all the stress and strain from compliance and frees up staff time to focus on your core business.'



£10 per subscription goes to fund vital research into allergies through the amazing work of the Natasha Allergy Research Foundation

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