



The **Anaphylaxis** campaign  
Helping people with severe allergies live their lives

## Food allergy – protecting your customers

Food allergy can be serious. Occasionally it can kill. But there is plenty that catering businesses can do to protect their customers – even those with the most severe form of allergy, called anaphylaxis. The key to minimising risk is having high-quality, up-to-date information and guidance.

### **The Anaphylaxis Campaign can provide this.**

We would like to invite your company to join our special membership scheme for the food and catering industries, which offers access to the latest thinking on food allergy. Bulletins are published on a dedicated web page and members are also invited to **free** seminars with expert speakers. All information is thoroughly vetted by mainstream allergy experts.

**We are the leading consumer authority on severe food allergy in the UK** – a registered national charity committed to working with all those who can make a difference to the lives of thousands of people with life-threatening food allergies.

The basic message is that food allergens are serious. But the risks are manageable.

### **Our special bulletins**

#### **The many bulletins sent to members have included those on:**

- Getting to grips with new legislation.
- How people die from food allergy.
- Milk allergy – what level causes problems?
- The FSA's "best practice" document for caterers.
- Uncommon allergens such as coconut, pine nuts, poppy seeds.
- The use of lupin flour in food.
- Peanut allergy research.
- The myths surrounding food allergy.
- Gluten labelling.

# Becoming a Member

You can become a member for an annual fee of £150 if your turnover is less than £1 million a year, or £400 if it's above that figure.

If you would like to join, then please print off and complete the form below. We ask for 2 contact names so we can send you our bulletins.

**Please send your completed form with a cheque, made payable to The Anaphylaxis Campaign, to the below address:**

The Anaphylaxis Campaign, PO Box 275, Farnborough, Hampshire GU14 6SX.

If you would like further information, contact David Reading on 01252 546100 or email [david@anaphylaxis.org.uk](mailto:david@anaphylaxis.org.uk).

Name of Company or Organisation: .....

Address .....

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Postcode.....

Name of Contact 1 .....

Telephone No. .... Mobile.....

Email .....

Name of Contact 2 .....

Telephone No. .... Mobile.....

Email .....

Type of Business (e.g. retailer, manufacturer).....

On behalf of (company name)..... I should like our company to become a member of The Anaphylaxis Campaign and enclose a cheque made out to The Anaphylaxis Campaign representing our annual subscription.

Signed..... Date .....

Print Name.....Position.....