

#AllerJanuary: A New Year, A Fresh Look at Allergen Management

January is the ideal time to pause, review, and strengthen allergen management. After the intensity of Christmas trading, food businesses have a valuable opportunity to step back and ensure allergen controls work in real-life service, not just on paper.

WHY #ALLERJANUARY?

#AllerJanuary is a national awareness campaign founded by Julian Edwards of Allergen Accreditation. It encourages food business operators to ask a vital question:

With Food Hypersensitive (FHS) customers growing in number and confidence, allergen safety is no longer just about meeting legal requirements.

“Allergen safety isn’t just about compliance – it’s about trust, confidence, and care.

Ask yourself “Are our allergen controls really working in practice?”

REAL-WORLD PRACTICE

No two kitchens operate in exactly the same way. Equipment, layouts, staffing levels, and service styles vary, even within the same group. What looks robust on paper may not always translate safely during busy service.

“No two kitchens are the same. Procedures must reflect real-world practice.”

#AllerJanuary encourages businesses to:

- Reflect on past issues and near misses
- Review allergen handling during live service
- Adapt procedures to suit real working conditions
- Refresh staff knowledge and confidence

FREE #ALLERJANUARY RESOURCE PACK

To support this review process, **Food Allergy Aware** has created a FREE #AllerJanuary Resource Pack with practical, real-world tools.

Includes:

- Allergen awareness and education resources
- Guidance on the 14 allergens, hidden allergens, cross-contact, and Free From claims
- Coffee shop STOP | THINK guidance
- Top 10 allergen tips for kitchen and front-of-house teams
- Free webinar recordings on labelling, hospital catering, and equipment insights
- Fact sheets, recipes, and suppliers

**Check out our FreeFrom Masterclass.
The opportunity to upskill your team - Book Today!**

LEVEL UP YOUR MENU IN 2026 #ALLERJANUARY

FREEFROM COOKERY MASTERCLASS FOR CHEFS & MENU DEVELOPERS

Future-proof your menu and boost your profitability with a two-day, hands-on FreeFrom masterclass led by world-class chefs Claire Clark MBE, Lee Maycock FCGC, and John Feeney.

Learn how to create gluten-free, dairy-free and allergen inclusive dishes that deliver on taste, consistency, and cost, and also meet the demands of the growing Food Hypersensitive (FHS) market.

Why Attend?

- Chef-to-chef practical training
- FreeFrom pastry, bakery & savoury innovation
- Cost-saving ingredient strategies
- Recipes, samples & goody bags
- Only 12 workstations (max 24 chefs)



“Innovate Your Menu & Improve Your Bottom Line”

9–10 March Tewinbury Cookery School, AL6 0JB

Early Bird Rate
£399 Ends 23 January
<https://foodallergyaware.co.uk/events/>

Food Allergy Aware

FreeFrom isn’t a trend! It’s a standard.

**Download the free
#AllerJanuary
Resource Pack.**



Food Allergy Aware

