



**Over 30%
of the population
currently
suffer from
some kind of
food intolerance.**

**Do you know
what to serve
them?**

Even though 90% of deaths from food allergy occur in cafés, restaurants and canteens, there is wide spread ignorance within the catering industry about food allergy and intolerance - its symptoms, what foods are implicated, alternative ingredients and the legal implication of caring for food allergic customers.

To help solve the problem, Michelle Berriedale-Johnson and Foods Matter (the UK's only magazine catering for those on restricted diets) have put together a simple and concise manual which explains:

- What food allergies and intolerances are
- The legal implications & marketing opportunities in catering for allergic customers
- What ingredients you can use as alternatives and where you can buy them.
- Recipes for alternative 'allergy free' dishes
- Lists of allergy 'Dos' and 'Don'ts' for the kitchen, the office and front of house which can be photo-copied and stuck on the wall for easy reference.
- Illustrated with amusing cartoons to fix the point in the mind.

The manual costs £9.99 for a single copy (large discounts available for multiple copies)
from

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