

Products Packaged for Direct Sale.

What needs to be on the label?

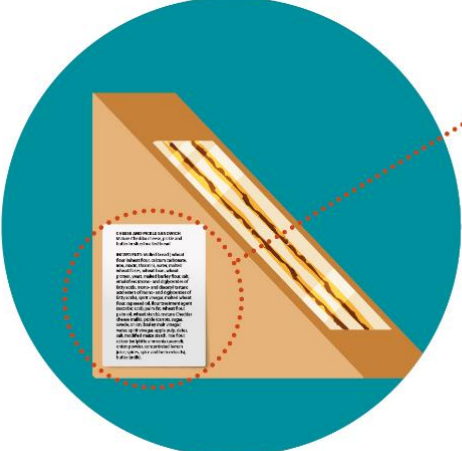
The label needs to show the **name of the food** and the **ingredients list** with **the 14 allergens required to be declared by law emphasised within it**.

These need to be in line with the legal requirements that apply to naming the food and listing ingredients.

Information on the 14 allergens and how to refer to them, can be found at www.food.gov.uk/PPDS. Here you will find the detailed rules regarding the:

1. Content,
2. Form and presentation of the name,
3. Ingredients, and
4. Allergen information.

Example label with full ingredients list and allergens highlighted in **BOLD**:



CHEESE AND PICKLE SANDWICH

Mature Cheddar cheese, pickle and butter in sliced malted bread

INGREDIENTS: Malted bread (**wheat** flour (**wheat** flour, calcium carbonate, iron, niacin, thiamin), water, malted **wheat** flakes, **wheat** bran, **wheat** protein, yeast, malted **barley** flour, salt, emulsifiers (mono- and diglycerides of fatty acids, mono- and diacetyl tartaric acid esters of mono- and diglycerides of fatty acids), spirit vinegar, malted **wheat** flour, rapeseed oil, flour treatment agent (ascorbic acid), palm fat, **wheat** flour, palm oil, **wheat** starch), mature Cheddar cheese (**milk**), pickle (carrots, sugar, swede, onion, **barley** malt vinegar, water, spirit vinegar, apple pulp, dates, salt, modified maize starch, rice flour, colour (**sulphite** ammonia caramel), onion powder, concentrated lemon juice, spices, spice and herb extracts), butter (**milk**).