

# Prepacked for Direct Sale (PPDS) legislation

Partner Toolkit





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# Campaign summary

New legislation, which will require food businesses in Scotland to include the product name and full ingredients list on food sold prepacked for direct sale (PPDS), comes into force on October 1<sup>st</sup> 2021, in Scotland and the rest of the UK. The new legislation will improve information about allergens and other ingredients in food prepared and packed in advance, mainly at the same place where it's sold, before being offered to consumers.

We have created a toolkit so you can see how your business or your members' business may be affected, and the action needed to ensure all businesses are complying by October 1<sup>st</sup> 2021.

If you're not sure how your business is affected, you can use the decision tool below to understand what action you may need to take:

**[Foodstandards.gov.scot/prepacked](https://www.foodstandards.gov.scot/prepacked)**



# Background

New legislation, which will require food businesses in Scotland to include the product name and full ingredients list, with allergens emphasised on foods prepacked for direct sale (PPDS), was laid before Parliament on February 11<sup>th</sup> 2021.

This follows the outcome of a public consultation on how best to improve allergen labelling on these types of prepacked food for direct sale.

The consultation process included engaging with business and enforcement stakeholders, and consumers on improving allergen information, to help prevent further food allergy deaths in the out of home environment.

## Examples of PPDS foods include:

- Sandwiches placed into packaging by the food business and sold from the same premises
- Wrapped deli counter goods such as cheeses and meats
- Boxed salads placed on a refrigerated shelf prior to sale.



The new legislation will improve information about allergens and other ingredients in food prepared in advance, mainly at the same place from which it's sold, before being offered to consumers.

The law offers increased protection and confidence for consumers living with a food allergy or intolerance in the food they buy, out and about. On packaging, information will include the **14 allergens** specifically listed in food information law, as well as other ingredients which can trigger reactions.

**The new law will come into force on October 1<sup>st</sup> 2021 to align with the rest of the UK.**

# Raising awareness of the legislation change

We will be running a campaign from August 23<sup>rd</sup> to October 1<sup>st</sup> 2021 to highlight this legislation change and support businesses across Scotland to adhere, adapt and comply with this new legislation. The campaign will run across digital, social, radio, PR and partnerships.

[Watch the campaign video](#)





# Alert your members

We have created a selection of communication assets for you to share with your members so that they are aware of the new legislation.

- Social media images and copy
- Newsletter insert
- Email copy
- Infographic leaflet
- Website copy
- Video

These assets can all be downloaded at the link below.

[Download assets](#)

# Get in touch for bespoke assets

We would be delighted to discuss how we can work together to create bespoke assets for your audience. These could include a magazine article, newsletter, printed poster, digital 6 sheets or any channel of communication that is not covered in the assets provided to date.

## Contact us

Union Connect is the Partnership Marketing Agency of Food Standard Scotland. To arrange a meeting please email Keri, Lauren, Ali and the team at [\*\*FSS@union.co.uk\*\*](mailto:FSS@union.co.uk)





**Food**  
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# Thank you

Thank you for all your time, support  
and for sharing this toolkit with your  
partners, members and contacts.