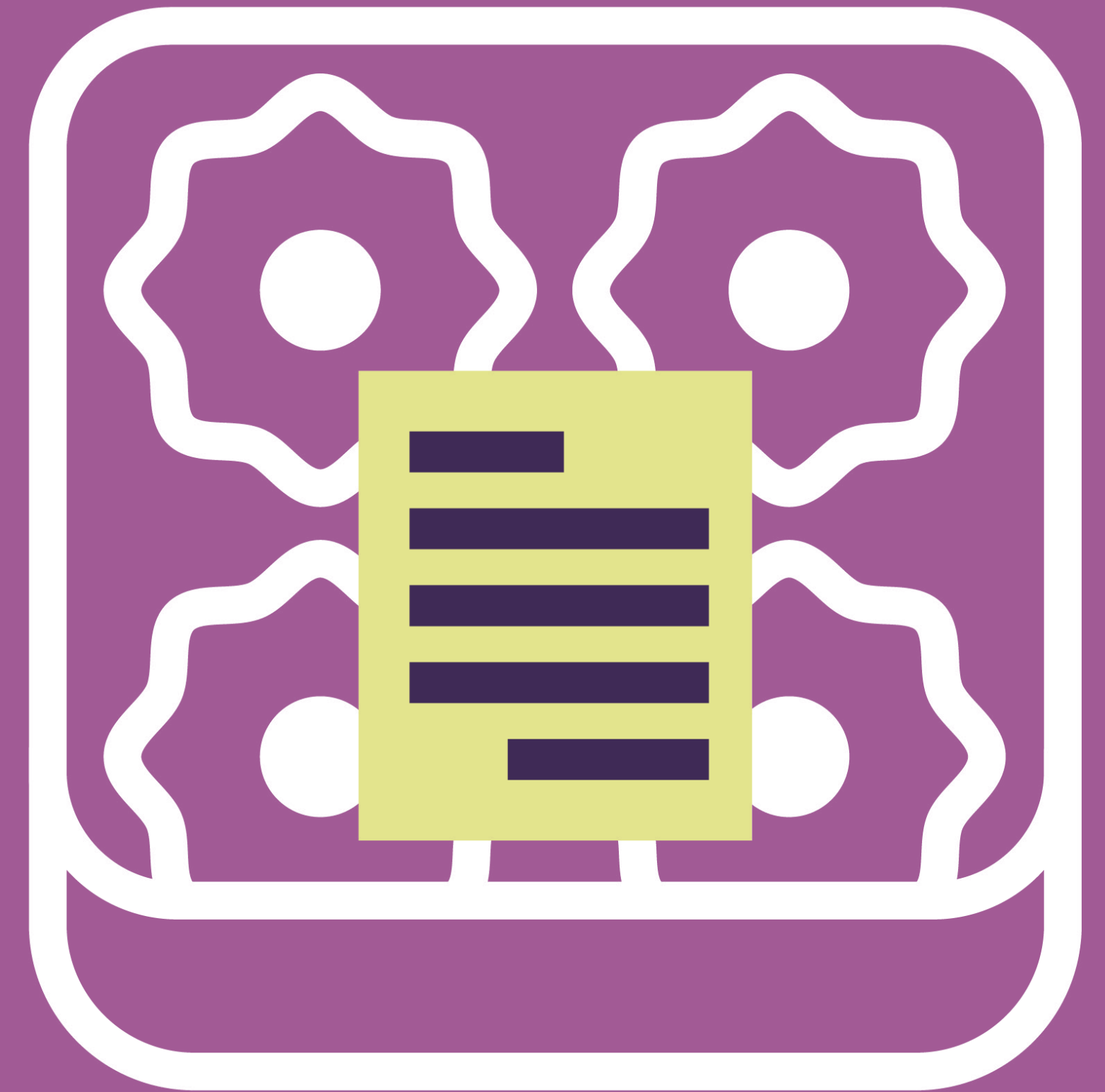


Prepacked for Direct Sale (PPDS) legislation

Partner Toolkit





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Campaign summary

To align with the rest of the UK, new legislation was introduced in Scotland in October 2021 which now requires all food businesses to include the product name and full ingredients list on food sold prepacked for direct sale (PPDS).

This legislation sets out to 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 updated this toolkit so you can see how your business or your members' businesses may be affected, and the actions needed to ensure all remain in compliance with these new regulations.

This toolkit and assets also highlight our free MenuCal tool which will support you and business across Scotland with providing the required ingredient and allergen information for all food prepacked for direct. This will help you keep your customers safe and informed.

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

Following the outcome of a public consultation with a range of stakeholders on how best to improve allergen labelling, new legislation was laid before Parliament on February 11th, 2021.

Food businesses in Scotland are now required to include the product name and full ingredients list, with allergens emphasised on foods prepacked for direct sale (PPDS).

The new legislation is improving information about allergens in food prepared in advance, mainly at the same place from which it's sold, before being offered to consumers. This is to help prevent further food allergy deaths in the out of home environment.

Use MenuCal to help you keep track of this information and:

1. Create your recipes
2. Identify allergens
3. Add ingredients lists for your recipes
4. Export information for PPDS labels.



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

To alleviate any struggles that businesses may have, Food Standards Scotland (FSS) has adapted its MenuCal tool with functionality to manage, store and track the information required for allergen labels for food sold prepacked for direct sale (PPDS). The free online tool helps with recording recipes, identifying allergens and managing ingredients.

Raising awareness of the legislation change

The PPDS campaign ran from August to October 2021 and will now re-run from February 2022 to March 2022. This campaign will further highlight this legislative change and support businesses across Scotland to adhere, adapt and comply with these new regulations. It also highlights the MenuCal tool built to help businesses manage the information required for allergen labels for food sold prepacked for direct sale (PPDS).

The campaign will run through digital, social, PR and partnership marketing activity.

[Watch the campaign video](#)



Track allergens with MenuCal Tool

Background

In order to support food businesses with the new legislation, Food Standards Scotland has updated the online tool, MenuCal, which manages the information required for allergen labels for food sold prepacked for direct sale (PPDS).

As well as helping food businesses comply with food law on the 14 main allergenic ingredients in food, MenuCal allows businesses to calculate the energy values of their food which, when displayed to customers, can support healthier choices.

MenuCal is free, easy-to-use, and will support you with the new prepacked food for direct sale (PPDS) legislation and help keep your customers informed and safe.

Use our free MenuCal to track, store and manage your ingredient and allergen labelling information.



Track allergens with MenuCal tool

To find out more about how MenuCal works and sign up visit **[MenuCal.FSS.Scot](https://www.menucal.fss.scot)**

How it works

Calories

Once users have created their own account, the tool uses recipe information inputted by the user to calculate energy values in kilocalories and kilojoules. This information can then be displayed on menus for each recipe.

Ingredients and allergens

Ingredients can be selected from the vast database of foods MenuCal has, or users can choose to input their own ingredients to their store cupboard and use for any future recipes.



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 and tools available to help them through this change including MenuCal.

- 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
Standards
Scotland

Thank you

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