
Natasha's Law

What is Natasha's Law?

From the 1st October 2021 the law is changing around food packaging and labelling for Pre-Packaged for Direct Sale food, also known as **PPDS**. These products are required to have a printed label stating the full list of ingredients on them. Allergens are to be clearly visible to the customer.

Failure to comply with Natasha's Law can lead to unlimited fines or possible legal action.

What is PPDS food?

This is food which is packaged on the same premises it is offered to the customer and is packaged before it is ordered or selected. This can include pre-packaged food that customers select themselves i.e. from display units as well as products from behind a counter and food sold at mobile or temporary outlets.

If a product is pre-packed and fully or partly enclosed by packaging, cannot be altered without opening or changing the packaging and is ready for final sale to the consumer, it is classed as PPDS.

This includes

- Sandwiches and bakery products packaged onsite before customer selects or orders them
- Fast food packaged before it is ordered and cannot be changed
- Products packaged on site such as salads and pasta pots, if the contents cannot be changed before consuming

Food that isn't PPDS

- Any food not in packaging, or food packaged after being ordered – the allergen information can be given verbally by staff for these products
- Food packaged by one business and supplied to another (such as bought in sandwiches). Allergen information will be provided by the manufacturer of the product

Why this is important?

Food allergies are common in the UK, with around 2 million people suffering from them. The symptoms can be mild, however, can be fatal in the most serious cases. Therefore, it is vital that customer with allergies know what is in the food they consume.

The labels

It is important that every product that needs a label has one and that if a product is missing its label it is not sold. The labels are required to meet guidelines, therefore, it's important that they are not altered to avoid an offence being committed.

What if I'm not sure if a product needs a label?

If you are not sure if a product, you are selling requires a label, use the guide below for further information. If you are still unsure seek clarification from your manager and **DO NOT** sell that product until the situation is clear, it is not worth the risk.

What food will require PPDS labelling?

Food will require the new labelling if it meets all three criteria:

