



Food allergen  
management  
at the (virtual)  
shelf edge

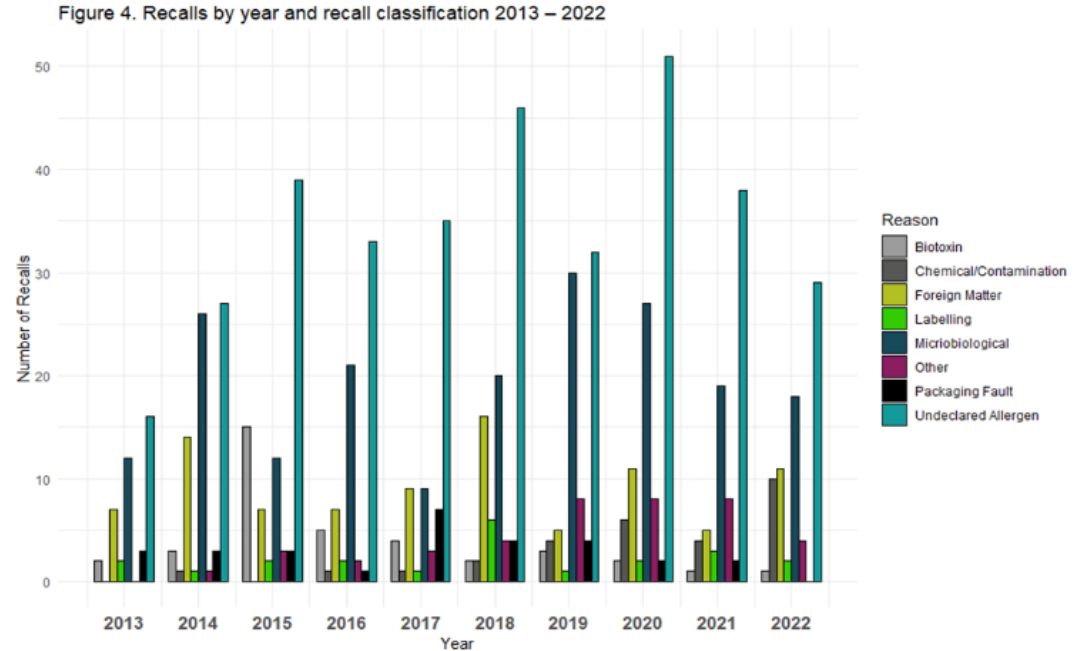
**coles**

Value the Australian way

- The recall landscape
- Private label actions
- In-store
- Informed online shopping
- Why vegan does not always mean 'free from'

# Undeclared allergens still top the chart

- 39% of all food recalls in 2022, down from 50% in 2017
- Still the largest single cause of food recalls
- Is the downward trend some cause for hope?



Between 2013 and 2022 most of the recalls were due to undeclared allergens (44%) and microbiological contamination (25%) as shown in Table 1. Both Microbiological contamination and undeclared allergens have shown an overall increasing trend .

Source: FSANZ, 2022 food recall statistics

# What have we learned from the last 10 years?

Reminder: a recall results from an uncontrolled food safety hazard

- Allergens are their own hazard in HACCP
- Disparate allergens across products = packaging / labelling is a CCP
- Cross contact allergens are as big a risk as intentionally added – and harder to quantify and control
- International understanding of 'allergens' varies
- Long complicated supply chains add risk
- Supply chain interruptions add risk



# Coles Own Brand

## What has changed with private label allergen management?

- Bespoke 'free from' brand
- Encourage VITAL uptake – and use it ourselves
- Heightened allergen focus in Coles Food Manufacturing Supplier Requirements
- Standardised allergy advice across production sites
- Heightened labelling
  - AFGC Guide
  - 'Check Allergy Advice'
  - PEAL



15 December 2020  
[145-20]

Approval report – Proposal P1044

Plain English Allergen Labelling

# In store



# Informed omnichannel shopping

- Shopping with confidence
- 'Research online, buy instore'
- Answering customers' questions
- Curated to customer needs



## Product details

Gluten Free rolls perfect for breakfast, lunch, dinner or a snack in between - simply add your favourite filling.



## Nutritional Information

## Ingredients

INGREDIENTS: Water, Modified Tapioca Starch (1442), Rice Flour, Resistant Starch, Maize Starch, Soy Flour, Vegetable Oil, Sugar, Egg White Powder, Vinegar, Soy Protein, Dried Yeast, Vegetable Gums (464, 465, 412, 461), Iodised Salt, Psyllium Husk Powder, Humectant (Glycerine), Preservative (Sorbic Acid).

## Allergen

Contains EGG, SOY

coles dairy free

Shop products Bought before Specials Catalogues Offers & promotions Recipes & inspiration

Results for "dairy free"

Filter by:  On special All Brand Dietary Allergen

1-48 of 1,124 results

Sort by: Closest match

Product	Price	Rating
Senza Gluten & Dairy Free Garlic Bread   250g	\$4.50 (\$1.80 per 100g)	0.0 (0)
Naturopathica Fatblaster Keto-Fit Fire   60 each	\$30.00 (\$0.50 per box)	4.8 (5)
Happy Snack Company Chocolate Roasted Chick ... 100g	\$4.50 (Save \$1.20) (\$4.50 per 100g   Was \$5.70)	0.0 (0)
Happy Snack Company Chickpeas Lightly Salted   150g	\$4.50 (Save \$1.20) (\$3.00 per 100g   Was \$5.70)	0.0 (0)
Happy Snack Company Roasted Chickpeas Dar ... 100g	\$4.50 (Save \$1.20) (\$4.50 per 100g   Was \$5.70)	0.0 (0)

## Filters

On special

## Brand

## Allergen

- Gluten Free (389)
- Free from Artificial Flavours (291)
- Free from Artificial Colours (281)
- Dairy Free (251)
- Free from Artificial Preservatives (174)
- Lactose Free (131)
- No Added Sugar (104)
- Nut Free (90)
- Egg Free (87)
- Milk Free (72)
- Additive Free (61)
- Soy Free (52)
- Cereal Free (48)
- MSG Free (48)

# Vegan vs Free From

- Nature's Kitchen is our specific vegan brand
- Most vegans are OK with 'may be present' or 'may contain'
- Their focus is on deliberate addition of animal-based ingredients
- Encourage suppliers to utilise 'free from' principles without expecting a 'free from' product





# Questions?



Value the Australian way

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