



# **Collaborating to Establish Best Practices**

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# What is a QSR?



**1,030 +**  
Restaurants



**115,000 +**  
Employees



**\$1b +**  
Annually on local produce,  
products & ingredients



# Key Collaborators



Allergen  
Bureau

Informing the  
food industry





# The Journey to Best Practice



## CONSTRAINTS

- Global business
- Tech platforms
- Working kitchens

## SCOPE CHANGE

- AMPs
- Ingredient Risk View
- 3<sup>rd</sup> Party Delivery
- Communication of changes

## GLOBAL VIEW

- “Disclosure”

## KEY STAKEHOLDER FEEDBACK

- How much do we communicate
- Can we use VITAL
- Vision Impaired

**BEST PRACTICE vs MINIMUM STANDARDS**





# Objective

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To create a **Best Practice Guideline** for communication of allergen information in a **QSR** setting, for both intentionally present allergens and unintentional allergen presence (UAP).

# Problems to Solve



## Inconsistent Precautionary Allergen Labelling

- Consideration given to PAL statements from suppliers
- Is cross contact restaurant captured
- Broad disclaimer statements used as a catch all



## Complex Operational Environments

- Fast paced work environments
- Relatively “young” workforces
- “Allergen Cleans” are not a control measure available



## Speed of Service

- Order Accuracy opportunity
- Difficult to communicate specific allergen requests

# Challenges to be Considered



## Tech Capability & Limitations

- Differences in IT Platforms
- Digital Menu Boards/Apps/Kiosks
- 3<sup>rd</sup> Party Delivery providers



## Customer Expectations

- Information required for diagnosed food allergies & dietary preferences
- Increase expectation around transparency of allergen risk
- Information required down to the ingredient level not just the menu item
- Ability to disclose allergens

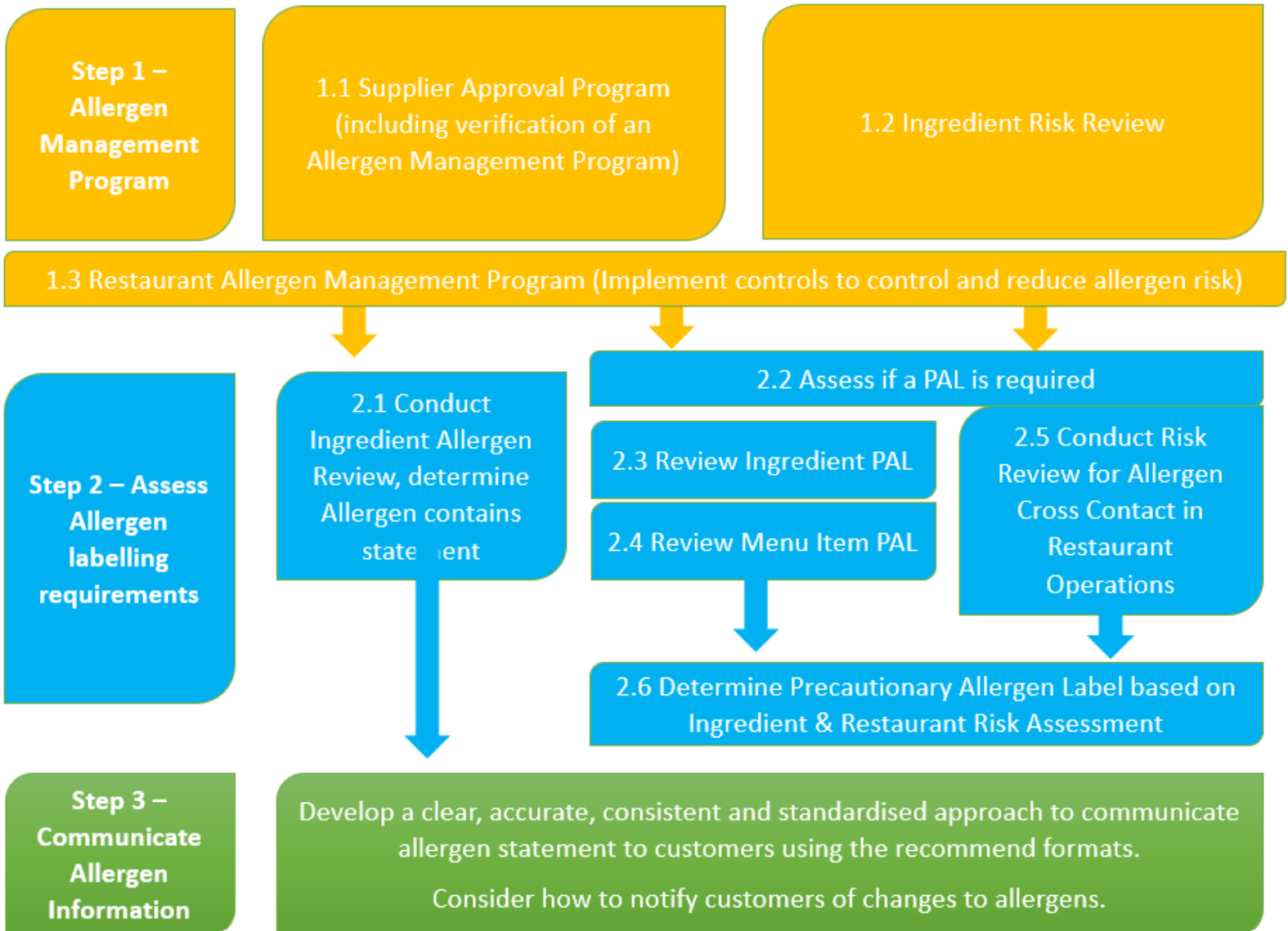


## Menu Complexity

- Promotional & Limited Time Offers can impact
- Individual menu customisation
- Menu changes across different dayparts i.e. eggs feature heavily at breakfast



# Preview of the Guide





**Thank You**

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