



**Complete** and **reliable** information  
about **allergens** in **food**.

## Introduction SimplyOK

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### Why SimplyOK?

- Allergens No. 1 cause recalls worldwide
- Present quality programs incomplete, not all basics of allergen management included
- Allergen management needs different approach
- Next level in food safety

## Approach SimplyOK

- Allergen management needs different focus
  - from: focus on cross contamination and hygiene
  - to: connection between product and product information
- Safe choice of allergic consumer only possible by reliable and complete *information*

*When food is your enemy,  
knowledge is your best  
weapon of defense*

*Anonymous, 2009*



## Content

- Requirements on robust allergen management system:
  - 5 basics of allergen management
  - *Quantitative* risk assessment cross contamination according to VITAL®
- Substantiation of precautionary allergen labelling (PAL) so called 'may-contain' labelling
- Third party audit by SimplyOK trained auditors
- On top GFSI recognized quality standard
- Suitable for all prepacked products
- Glutenfree and lactosefree products included



### FIVE BASICS OF ALLERGEN MANAGEMENT



COLLECT RAW MATERIAL INFORMATION



APPLY CORRECT RECIPE



DESIGNING CORRECT LABEL



PREVENT EXCHANGE OF PRODUCTS AND LABELS



PREVENT CROSS CONTAMINATION  
(APPLY RISK ASSESSMENT)

[www.simplyok.eu](http://www.simplyok.eu)



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## Who is SimplyOK?

- Non-profit foundation
- Our dream: reliable, clear and uniform allergen information on food products worldwide
- Team of stakeholders from retail, industry, science, medical specialists, patient organizations, certification bodies
- Founded in 2013
- Based in Gorinchem, The Netherlands



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## Want to know more?

- Download Code of Practice on [www.simplyok.eu](http://www.simplyok.eu)
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