



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

Introduction SimplyOK

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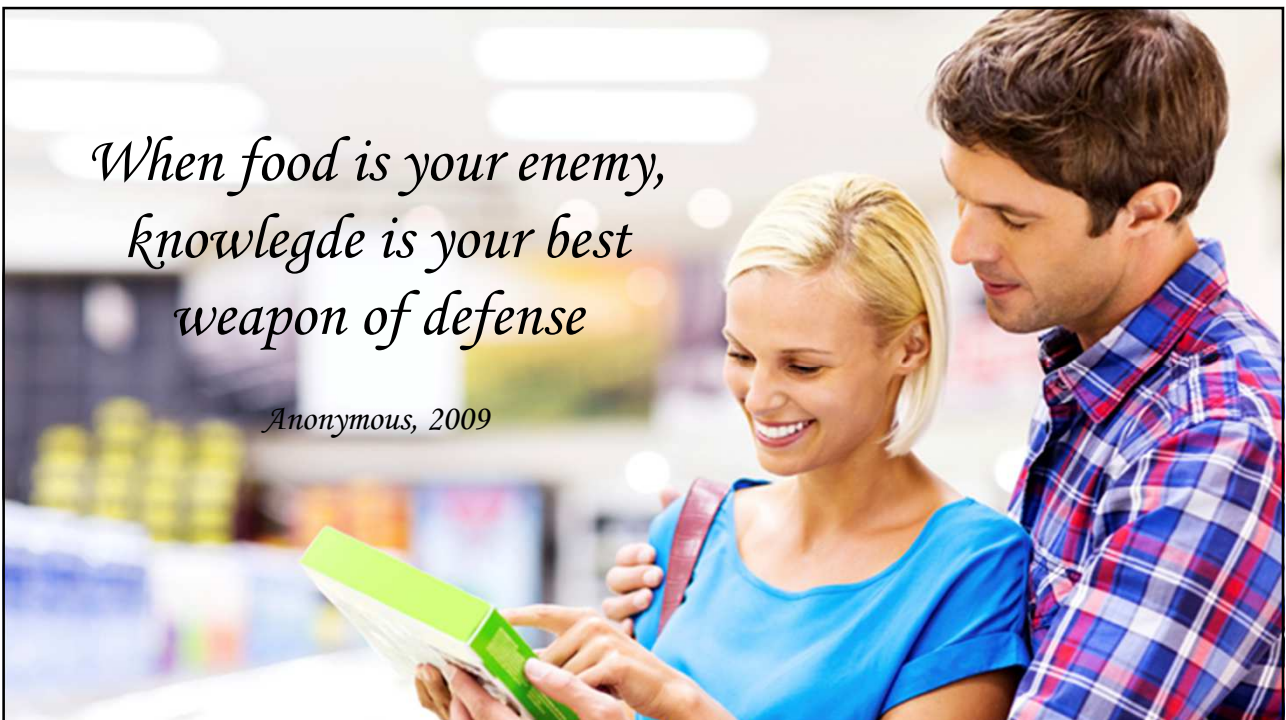
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Why SimplyOK?

- 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)

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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
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