



Leading the trading standards profession

## Food Allergen Awareness Resource Social Media pack

This social media pack is designed to encourage and assist with the promotion of the Food Allergen Awareness resources created by Greater Gwent Food Group and hosted by the Chartered Trading Standards Institute at [www.tradingstandards.uk/foodallergens/resources](http://www.tradingstandards.uk/foodallergens/resources)

The resources include a comprehensive presentation on food allergens and how to manage them, posters and fact sheets in multiple languages and two short films – one featuring a teenager with a serious allergic condition, Chloe Fitzpatrick, and another featuring the family of Megan Lee who died in 2013 after eating a takeaway prepared with nuts

The presentations, trailer and case study videos are all available on the [CTSI YouTube channel](#)

When sharing content, please use the #BeAllergyAware hashtag alongside any other hashtags you wish to use and where possible please tag @ctsi\_uk into your social posts

When sharing content, please use the #BeAllergyAware hashtag alongside any other hashtags you wish to use, and where possible please tag @CTSI\_UK into your Twitter posts

Supportive images for Twitter, Facebook and LinkedIn in all the languages can be downloaded from the [CTSI website](#)

### Example posts:

Allergen Awareness Resource available in more languages – vital information to those invested in the food sector, a – out the dangers of food allergens and their devastating consequences #BeAllergyAware @alesTS @FSA @ales @CTSI\_UK <https://t.ly/tDuFrM>

Are you and your business allergyaware? This free to access new multilingual allergen resource for food businesses contains vital information to help you keep your customers safe #BeAllergyAware @CTSI\_UK <https://t.ly/tDuFrM>

Access free allergen resources from trading standards. The resource is designed for food businesses to help protect the estimated 1 million people living with a diagnosed food allergy in the UK #BeAllergyAware @CTSI\_UK <https://t.ly/tDuFrM>

Food businesses – protect your customers. Access new multilingual allergen resources containing vital information to help you keep your customers safe #BeAllergyAware @CTSI\_UK <https://t.ly/tDuFrM>