

# Nut allergy sufferers can now have their cake and eat it

Since 2001, Mike Woods has been unable to buy a birthday cake for his children from high street stores due to their nut allergies. All high street supermarket birthday cakes carry a warning that make the product 'not suitable for nut allergy sufferers'. This ongoing battle provided Mike with the impetus to establish the Just Love Food Company, where its starting point was the creation of 'nut safe' celebration cakes.

It is estimated that one in 55 children now have a nut allergy and this figure is growing. One in 55 means that just about every other primary school class has one child with a nut allergy. The allergy not only affects the sufferer, it affects brothers, sisters, mothers, fathers and friends, in fact, anyone the allergy sufferer comes into contact with.

Everyone has to take extreme care to ensure that not only a nut free environment is provided, but that they do not eat or handle nut products when coming into contact with this person.

As a parent of two nut allergy sufferers, Mike knew that even the smallest trace of nuts could have a detrimental effect and he wanted to make a difference and provide a solution to help the parents, families and friends of those with allergies. While birthday cakes do not normally contain nuts, the issue for most people who make birthday cakes, either at home or in a factory, is that they may come into contact with or make them with other products that do contain nuts. It is therefore very hard to guarantee that no nuts have ended up touching the finished product.

To ensure no traces of nuts enter the Just Love Food factory and to keep cross contamination extremely low, all staff have to follow strict procedures before entering the production area – including changing from their own clothes into their production garments and washing their hands before and

after they do this. In addition to this, no staff are allowed to bring nuts on site and food for staff lunch is provided.

Visitors and staff are completely segregated at the factory and they even have different entrances. When a visitor comes they have to sign to say they are not carrying nuts and at reception they are asked to wipe their hands with disposable sanitary wipes which remove any traces of nuts.

At the Just Love Food company they regularly test the finished product for any nut traces, again just to satisfy themselves that their procedures are working. To help protect the cakes after they leave the factory each product is individually wrapped and sealed on site.

Whilst they can never make a 100% guarantee, the company have

taken every step possible, and reviewed them time and time again, to make sure they are doing the best that is possible

to make their cakes delicious and nut free.

The company take great care in developing recipes so that their products are enjoyable. They make them in their own nut safe environment from carefully sourced ingredients, they never compromise on taste and while they develop their products with nut allergy sufferers in mind, their products taste so great you would never know they were any different.

By working with their suppliers they have been able to secure that all ingredients are manufactured in an environment that does not handle nuts. Suppliers are visited regularly and the ingredients tested to be sure that the ingredients are safe. To ensure they continue to offer the safest cakes on the market the company have also implemented their nut safe promise.

To date the company have created two 'nut safe' celebration cakes – a sparkly

princess cake for girls and a monster cake for boys. The two cakes, which come with the nut safe promise, are available in Sainsbury's stores nationwide.

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## Nut safe promise

- **100% no nuts used in the recipes.** The Just Love Food Company will never make any products that use nuts as an ingredient.
- **100% no nuts on site.** The product is manufactured in a factory that will never handle nuts. It is not just the recipe that has no nuts, staff, visitors and suppliers will not be permitted to bring nuts on site.
- **All ingredients supplied are manufactured in areas that do not handle nuts.** By working with suppliers we have been able to ensure all of our ingredients are manufactured in environments that do not handle nuts. We visit them and test the ingredients regularly to satisfy ourselves that the ingredients are safe.
- **Finished product sealed for safety.** To help protect the product after it leaves our factory we have individually wrapped each product. We also regularly test the finished product for any nut traces, again just to satisfy ourselves that our procedures are working.
- **Every step risk assessed.** We have risk assessed every step of the supply chain, from our suppliers to their delivery vehicle, from our goods inwards to our dispatch, from our delivery vehicles to the supermarket shelves. Each step has been reviewed and has now got a management action required to maintain the nut safe product. Our technical team is constantly reviewing this to make sure it is secure.
- **Recognised standards used.** The Anaphylaxis Campaign Standard was used as our platform for allergy risk assessment at launch.
- **Testing happens frequently.** We have an agreed testing procedure so we can frequently check both the raw materials coming into us and the final product going out.