

# SOP Template: Allergen-specific Communication with Customers

This SOP defines the process for **allergen-specific communication with customers**, including identifying allergen information, accurate labeling, clear verbal and written communication, staff training on allergen awareness, handling customer inquiries and concerns, managing cross-contact risks, and ensuring compliance with food safety regulations. The goal is to protect customers with allergies by providing precise and reliable allergen information throughout all stages of product handling and sales.

## 1. Purpose and Scope

To ensure that customers are provided with accurate, clear, and reliable information regarding allergens in all products and to minimize the risk of allergic reactions caused by miscommunication. Applies to all staff members involved in food handling, sales, and customer service.

## 2. Responsibilities

- **Food Handlers:** Ensure products are properly labeled and prepared to minimize cross-contact risks.
- **Customer Service Staff:** Communicate allergen information accurately and respond to customer inquiries.
- **Managers/Supervisors:** Oversee training and compliance with allergen communication procedures.

## 3. Procedure

### 3.1 Identifying Allergen Information

- Maintain an up-to-date list of all allergens present in each product, referencing ingredient suppliers and recipes.
- Review processes regularly for changes in ingredients or suppliers.

### 3.2 Accurate Labeling of Products

- Clearly identify allergens on product packaging and display labels using recognized icons or bold text.
- If unpackaged, make allergen information available at the point of sale and upon request.

### 3.3 Verbal and Written Communication

- Provide staff with scripts or guidance for common customer inquiries about allergens.
- Offer written allergen guides or digital access at sales points.

### 3.4 Staff Training and Awareness

- Conduct regular training on allergen risks, cross-contact prevention, and effective communication.
- Test staff knowledge annually or after major menu/recipe changes.

### 3.5 Handling Customer Inquiries and Concerns

- Listen actively to customers disclosing allergies and clarify their needs.
- If unsure about allergen content, consult supervisor or refer to official allergen list; do not guess.
- Document any reported reactions or concerns per company protocol.

### 3.6 Managing Cross-contact Risks

- Follow strict procedures to store, handle, and prepare allergen and non-allergen foods separately.
- Use dedicated utensils and equipment as applicable.

### 3.7 Compliance and Review

- Ensure compliance with relevant food safety and labeling regulations.
- Review communication procedures and update SOP annually or as regulations change.

## 4. Documentation

- Maintain allergen information sheets and training attendance records.
- Keep records of customer inquiries and incident reports relating to allergens.

## 5. References

- Local and national food safety regulations
- Company Allergen Management Policy
- Relevant labeling laws

## 6. Revision History

Version	Date	Description	Author
1.0	2024-06-30	Initial Release	Your Name