



News release: 25 May 2021

## Menu Guide is shortlisted for the Regulatory Excellence Awards 2021

An innovative online tool that enables food businesses to easily share accurate allergen and dietary information with customers has been shortlisted for a national award.

Menu Guide ([menuguide.pro](http://menuguide.pro)), created by Glint Media Ltd, is a finalist in the 'Innovation and Technical' category of the Office for Product Safety and Standards (OPSS) Regulatory Excellence Awards 2021.

The Awards, which are open to a wide variety of organisations, recognise outstanding achievements in supporting businesses and protected consumers, contributing towards fighting coronavirus, rebuilding the economy and unleashing innovation.

Menu Guide is one of 35 finalists chosen from a record number of submissions in five categories. Entrants were required to show how they met a particular challenge and demonstrate the benefits and impact of their work.

Developed in partnership with hospitality providers, Menu Guide provides a quick and simple way to create edit, store and share interactive online allergen menus at any time via a scannable QR code or website short-link. This user-friendly tool streamlines kitchen operations, promotes effective allergen management and supports serving staff.

Most importantly, by showing consumers exactly what's on the menu, it helps the growing number of people with food allergies or dietary intolerances to make informed, safe food choices when eating out or ordering takeaway.

The OPSS will hold an online event on 10 June to announce the winners to an audience of regulatory professionals from business organisations and the public sector. Paul Scully MP, Parliamentary Under Secretary of State in the Department for Business, Energy and Industrial Strategy will provide the opening address before videos are shown highlighting the work of the finalists. The external judging panel, chosen for their breadth of knowledge and expertise, will share how they selected the winners.

Restaurateur, Andrei Lussmann said: *"Menu Guide has greatly simplified the process of creating, storing and updating allergen information. Using an online system, with all the information in one place, minimises errors, reduces paperwork and saves kitchen time. Our waiting staff say that they feel more comfortable dealing with enquiries and our diners are impressed with its interactive, user-friendly features. This must be the way forward for the hospitality industry."*

Menu Guide's creator, Philip Kenchington said: *"We wanted to develop a bespoke, online tool that makes allergen menu choices clear, accurate and accessible to consumers. During the past year, our primary authority partnership with Milton Keynes Council has been extremely active, with council staff reviewing all aspects of Menu Guide, providing primary authority advice to us and encouraging us to enter these awards."*

ENDS



## Notes:

- According to the Food Standards Agency (FSA), an estimated 2 million people in the UK have a diagnosed food allergy and up to 20% of the population believe that they have a food intolerance.
- Research conducted by the FSA in partnership with Allergy UK and the Anaphylaxis Campaign shows that allergies, intolerances and dietary preferences are all increasing. 60% of young adults with a food allergy or intolerance said they avoid eating out but when they do, 59% said they often tend to visit the same places.
- Menu Guide is suitable for all hospitality and catering providers including restaurants, cafes, takeaways, pubs, hotels, sporting venues, educational establishments, hospitals and care homes.
- This innovative online tool is continually evolving to meet the needs of food businesses and consumers. Clients will be able to print a full ingredients list highlighting all the allergens in their pre-packed for direct sale (PPDS) foods to comply with 'Natasha's Law', the new labelling requirements that will apply from 1 October 2021.
- For more information, a short video and to see a demo, please visit <https://menuguide.pro>
- Email: [support@menuguide.pro](mailto:support@menuguide.pro) | Phone: 0844 678 0135
- To find out more about the Awards, please visit <https://www.gov.uk/government/news/opss-announces-the-regulatory-excellence-awards-2021-finalists>
- To attend the online Awards event, please register your interest before 4 June here: <https://www.eventbrite.co.uk/e/opss-regulatory-excellence-awards-2021-tickets-154839427897>