

EU FIC allergen legislation research (February 2015)

Area of research interest: [Food hypersensitivity](#)

Study duration: 2014-11-01

Planned completion: 1 February 2015

Conducted by: Harris Interactive

This research found that awareness of FIC increased significantly to 74% (from 47% in the pre-wave) among Allergy UK members, reflecting the success of publicity and media campaigns in highlighting the new regulations to the target audience. Awareness of signage or information explaining allergen information in the past six months increased significantly to 42% from 27% among Allergy UK members. The research concluded that the campaign had good cut-through among the general public and Allergy UK members, but more could still be done to make the public aware of their rights when it comes to allergens in food.

Research report

PDF

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