leatherhead food research

Claims substantiation

20 September 2017

Programme

09.30 *Registration and refreshments*

10.00 **Welcome and introduction**
An introduction to the course together with a brief introduction to the general applicable EU & UK regulations affecting claims made on the labelling and in the advertising of food products, including industry guidance and self-regulatory Codes of Practice.

10.15 **Misleading claims**
An overview of what constitutes a claim for the purposes of the regulations, with consideration to messages communicated in digital content and by audio-visual media. With references to examples and case studies, we look at how consumers can be misled by claims, even when factual information is communicated.

10.45 **Legal claims**
The compliance of some claims are judged on whether they meet specific regulations, and not what the consumer is likely to take away from them. We look at claims specifically controlled by EU regulations, other than nutrition & health claims, that relate to specific foods & characteristics that apply to all foods.

11.15 *Refreshments*

11.30 **Regulatory decisions: sensory and consumer claims**
With reference to rulings published by the UK Advertising Standards Authority (ASA), we look at the regulatory decisions that have been made in relation to sensory & consumer claims in advertising & marketing content, including comparative claims.

12.00 **Sensory and consumer substantiation**
Following on from real case studies, our Sensory and Consumer specialist will present examples of current sensory claims, methods to substantiate them and relevant protocols and standards that should be met to ensure evidence is robust and relevant to substantiate a specific claim.

12.30 *Lunch*

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Programme, continued

13.30 **Regulatory decisions: nutrition and health claims**
An overview of the EU Nutrition and Health Claims Regulations, as well as the latest decisions made by the UK Adverting Standards Authority (ASA) with regard to such claims in non-broadcast and broadcast advertising, including amending the wording of authorised claims through both linguistic and visual means.

14.00 **Health claims substantiation**
Our Nutrition team offers dedicated health claims assistance service to support clients wanting to submit a health claim to EFSA, based on newly developed scientific data. Our expert will present on what intervention studies need to be carried out in accordance with ESA guidelines and provide an overview of the process of reviewing and preparing a dossier.

15.00 **Workshop** with *refreshments*
A mock press advertisement aimed at the UK market with an emphasis on claims discussed through the course of the day. Accompanying documentation will enable participants to determine any compliance issues against relevant regulations, codes and industry guidelines.

16.00 *Close*