



**VERNER WHEELOCK
ASSOCIATES**

NUTRITION & HEALTH CLAIMS AND NUTRITIONAL SIGNPOSTING

Course Summary

This one-day course is ideal for Technical Managers, NPD Managers, Marketeers and Nutritionists

Completion of this course will help you to:

- understand the new EFSA rules
- make the most of new possibilities to market your products
- avoid the pitfalls
- keep abreast of developments on nutritional signposting

Entry Requirements

There are no formal entry requirements. The course will be fast moving and interactive but will assume no prior technical knowledge of food law.

Course Structure & Content

Nutrition & Health Claims

- This course will explore the new rules with you and explain how they fit into the UK food law regulatory system.
- It will aim to enable you to find the answers for your business and products ranges going forward.
- In addition to taught sessions we will challenge you to identify compliant and non compliant products and to work through actions required.

Nutritional Signposting and Profiling

- The course will look at the systems in use in the UK by food manufacturers and leading retailers, their underlying principles and legal context both at UK and EU level.
- We aim to give you a clear picture of the current state of play in the marketplace and on consumer and opinion former reaction to help inform your choices.

Section 1

- Introduction
- Background to the regulation of claims and legal framework
- Nutritional claims
- Health claims and application processes
- Timescales
- Interactive problem solving

Section 2

- Nutritional profiling – legal context
- Nutritional signposting criteria
- Colour coding vs monochrome - Commercial perspective
- Opinion former perspectives
- Interactive problem solving

Section 3

- Up to three hours FREE expert consultancy follow up.

Course fee

£275 + VAT

Your course fee includes

- Course binder and notes
- Background handout materials
- Lunch and refreshments
- VWA certificate

*** Up to three hours FREE expert consultancy follow up. ***

Following your attendance on this course you will be able to call on our expert's time to deal with your specific product issues, **FREE OF CHARGE for three hours in the twelve months after the course.** We can help you to get your claims absolutely right and help you to make the right decisions about on-pack signposting.

Verner Wheelock Associates Ltd

4, Stable Courtyard, Broughton Hall Business Park, Skipton, North Yorkshire, BD23 3AE

Tel: + 44 (0) 1756 700802 Fax: + 44 (0) 1756 700807 Web: www.vwa.co.uk E-Mail: office@vwa.co.uk

BOOKING FORM

Course Title	NUTRITION & HEALTH CLAIMS AND NUTRITIONAL SIGNPOSTING			Code	NHC	
Venue	Skipton			Date(s)		
DELEGATE DETAILS						
Title		Forename		Surname		
Position						
Company						
Address						
				Postcode		
Telephone				Fax		
Email				Mobile		
Nature of business						
PAYMENT DETAILS						
(Bookings are made and accepted subject to the terms and conditions below)						
Total Payment <small>(Course Fee + VAT)</small>				Order No.		
Please Invoice for the attention of:						
Invoice Address						
				Postcode		
Do you require accommodation? <small>(Tick as necessary)</small>	Yes	No		Shall we send an accommodation guide?	Yes	No
Shall we book your accommodation?	Yes	No		Do you require disabled access?	Yes	No
Please specify dietary requirements						

Confirmation will be sent on receipt of this form and course information will follow approximately 2 weeks before the course.

The fee includes:

Course refreshments, lunches, course folders, where applicable exam fees, and open learning materials for use during the course. Overnight accommodation is **NOT** included unless specified.

Conditions of Booking

Course fees are payable 14 days prior to the course.

Provisional bookings, valid for 5 working days, can be made by telephone or e-mail.

Once the booking form has been received by Verner Wheelock Associates Ltd, you are liable for payment.

If you are unable to attend you may substitute at any time but cancellations cannot normally be made.

See separate Terms & Conditions.

I HAVE READ AND AGREE TO THE CONDITIONS OF BOOKING Please mark X

Authorised signature _____

Name (printed) _____

Position _____

Please note: It may be necessary, for reasons beyond our control, to alter the content, programme or course tutors.

FAX FORM TO +44(0) 1756 700807 E-MAIL FORM TO office@vwa.co.uk

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