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Why Food Allergen Testing Is Important This Festive Season

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We all love to binge on sweets, savouries, packaged snacks, and traditional delicacies during the festive season, but many of us may not be aware of the allergens in these foods. Food safety during this time of celebrations, therefore, becomes a top concern for food brands and manufacturers. By mandating food allergen testing during this season, they ensure that only the highest-quality food items are available during this period of high demand, thereby earning the long-term trust and confidence of consumers.

Hidden Allergy-Causing Ingredients In Festive Favourites

Common allergens such as peanuts, tree nuts, sesame, soy and gluten are often hidden in our festive favourites like sweets, chocolates or savoury snacks. Peanuts are found in chikki, peanut brittle, namkeen and some Indian staples. Cashews, almonds and pistachios are common in Indian sweets like kaju katli, barfi, halwa and festive gift hampers. Sesame seeds are found in til laddoos, gajak and savoury snacks, while gluten may be present in biscuits, baked goods, mathri and other wheat-based products. Soy ingredients may also be used in packaged snacks and processed foods.

For consumers with food allergies, even a minuscule quantity of an allergen can trigger a serious reaction. However, not all food products accurately mention the exact ingredients used and some complex recipes can also have allergens introduced through cross-contact on shared production lines. Food brands and manufacturers that use advanced Real time Polymerase Chain reaction (RT-PCR) method for allergen detection can assure the consumers of the safety of their food products.

Why Allergen Testing Is Most Critical at Scale

Festive demand often requires manufacturers to increase production volumes, accelerate packaging, and manage multiple product categories simultaneously, where cross-contamination is most likely to occur. For food manufacturers catering to festive demand, RT-PCR-based allergen detection kits can help identify specific DNA markers associated with targeted allergenic ingredients in their food samples.

This testing technology helps manufactures to correctly verify and declare the ingredients used, investigate potential cross-contact at source, label their products accurately, follow effective sanitation procedures and supply the documentation to consumers accordingly.

Building Consumer Trust Through Transparency

In a highly crowded retail landscape, when brands grapple to earn the loyalty of aware and informed consumers, transparency becomes the game changer. During the festive season, when consumption of assorted sweets, packaged snacks and festive gift boxes is at its highest, accurate ingredient declarations and appropriate allergen warnings empower people with food allergies to make an informed choice by assessing whether a food product is suitable for them or not. For manufacturers, this transparency goes beyond regulatory compliance. It demonstrates accountability and helps them protect their reputation in a highly competitive festive market.

As festive food production scales up, food safety must remain a priority for food manufacturers alongside speed and supply. By proactively making allergen testing a part of festive preparedness every year, the food industry can deliver celebrations that are worry-free and joyful every year.